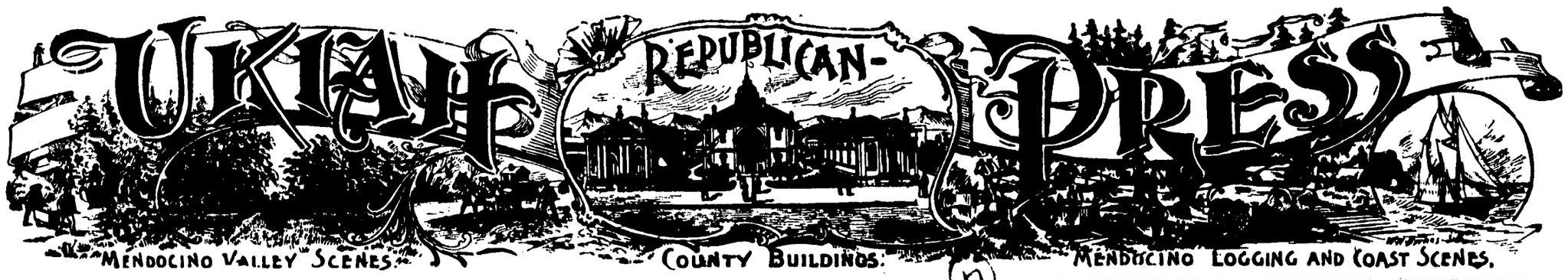
CIRCULATION GREATER THAN ANY OTHER TWO PAPERS IN MENDOCINO COUNTY COMBINED. MORE THAN ALL PAPERS OUTSIDE COUNTY SEAT COMBINED

Read Want Ads Page 4



Want Ads 1 Cent A Word

Vol. XXXVII. UKIAH, MENDOCINO COUNTY, CALIFORNIA, MARCH 14, 1913 Number 39

HELP THE TOWN GROW BY BUYING AT HOME

People seldom stop to consider how much their town means to them. They take it too much for granted, and in counting up their blessings make a superficial inventory that fails to credit the source from which any of their dearest benefits flow. It is easy to overlook the home town in suming up the sources of one's happiness because the town is such a large, all-enveloping thing—so large, in fact, that it's hard to see—and the citizen blindly draws sustenance from it like an infant from its mother. Traced to their source most of life's blessings will be found to have their root in that aggregation of human beings and human interests known as a town. The town is the unit of modern civilization and is the channel through which civilization confers its benefits There is scarcely a phase of civilization that does not find direct and specific expression in the life and organization of a town that is large enough to have a school, a courthouse, a library, a bank, a mill or factory, a church, a water works, a brass band, a newspaper and a railroad station. Representing education, jurisprudence, literature, finance, industry, religion, hygiene art, and the speedy distribution of intelligence and commodities, these institutions express all that is highest and best in human achievement. If civilization is good, then the home town is good, and the citizens should be proud and thankful of it. Instead of casting wondering and envious glances at a distant New York, let us glow with pride for our own little city, realizing hat the difference is only one of degree and not of kind.

MR AND MRS HEACOCK REMEMBERED

C. W. B. M. held its regular monthly meeting at the home of Mr. and Mrs. Sylvester Hatch on Tuesday evening March 4th. The occasion was made a farewell reception for Mr. and Mrs Frank Heacock who left on the 6th for Modesto where they will make their future home. A good program of interest along the lines of missionary work was given after which the regular business of the society was performed. The rest of the evening was given over to the social hour. Rereshments of ice cream and cake were served. There was a large attendance and a very enjyable time had by all. Mrs. Heacock was the receipent of a number of nice presents and the well wishes of a large circle of friends.

UKIAH BOY MAKING GOOD IN CITY

Ashley Pettis has been elected secretary of the Musical Association of San Francisco. Mr. Pettis is making good in the city and the following notice of one of his musical is taken from a San Francisco paper:

The Ashley Pettis recital in the Colonial Ballroom of the Hotel St. Francis was one of the most brilliant and successful of the season's events There was a large audience, in which were many of the most cultured musical people of San Francisco, Oakland and Berkeley. Mr. Pettis played four groups of piano compostions and there were groups of songs by George Bowden, tenor and Mrs. Charles W. Camm, soprano, both of the singers deservedly sharing in the generous applause. The numbers by Mr. Pettis were varied and beautiful. A splendid technic was shown, with interpetative ability that entitles the young pianist to a place in San Francisco's front rank.

ARE CHARGED WITH STEALING POWDER

Sheriff Byrnes arrested Gene Vassar of Hopland and Leland Thompson of McDowell valley Wednesday night on a charge of breaking into the powder house of the Hopland and Lakeport railroad and appropriating a quantity of powder. The powder house was broken open Sunday and the powder carried away in a freight wagon.

POPULAR GIRL DIES AT VALDEZ

Miss Edwina Meiss, a niece of F. A. Cummings of Cummings, died at Valdez, Alaska, on February 8 after an illness of several months. The deceased was the daughter of Ed Meiss who has been in Alaska for a number of years and now owns a laundry at Valdez. After being separated from her for a number of years her father had sent for her so that they might be together. The young lady was very popular both in church and social circles and the church was crowded at the funeral by mourning friends. The remains were temporarily interred at the Valdez cemetery and will later be brought to her former home in this state.

MORE COUNTY BOADERS

Hiram Cape of Tenmile and Jack Sari of Noyo were bound over to the superior court last week on a charge of illegal fishing. Steve Spellman of Fort Bragg was sentenced to 90 days on a misdemeanor charge. Roy Perkins brought them over.

JUDGE J M MANNON RETURNS FROM SOUTH

Judge J M Mannon has returned from his visit to the southern states and reports that he had a very enjoyable time but was some lonesome He says that he did not meet a man, woman or child that he had ever seen before in his travels until he reached Salt Lake on the return trip. He made a stay of several days at St Louis and also at Memphis, visited the Arkansas hot springs and other places of interest. He says that the people at the hot springs assured him that a mud bath was the sure cure for the grip and so the Judge is walking around town feeling mighty fine to think that he is immune from the prevailing epidemic.

THE ANTI SCRATCH WILL SAVE GARDENS

Bob Hutchison is getting ready to apply for a paent on a mechanism to prevent chickens from scratching up the garden. The device is a metal spur attached at the chickens knee joint so as to drag on the gound. When the chickens raises his leg preparatory to scratching the ratchet device sticks in the ground and compels him to take a step forward and so walks him out of the garden. The only difficulty is to invent a steering device so that the chicken can miss fences and other obstacles.

NOW A BOOSTER FOR MENDOCINO COUNTY

C. L. Merryfield was up from Hopland this week on a business visit. Mr. Merryfield owns the old Gillespie ranch and is erthusiastic over the possibilites of Mendocino county. He has been raising oranges in Los Angeles for a number of years but thinks Mendocino county far ahead of the south in natural advantages. His opinion is that if the northern part of the state had been advertised first that there would have been no southern part. He is a progressive citizen and will be a valuable acquisition to this section.

MOUNTAIN LIONS KILLED

Lion bounties were claimed during January by the following residents of this county. Bert Steele, Covelo; A. N. Poe. Calpella, A. Erickson, Ukiah; H. A. Singley, Orrs, three.

Miss Adeline Deerng, a valued member of the Press force and who presides at the keyboard of the typesetting machine, is enjoying a well earned vacation in the San Francisco. Mrs. Maggie Owsley is getting up the type during her absence.

Walter Brown, L J Holzhauser and W M Cox were business visitors to Oakland this week.

Regular Meeting of The Supervisors

Board of Supervisors met at 10 a. m. Monday, March 3rd, 1913. All members present.

Mrs. Anna Latvala granted an allowance of $25 per month for the support of four minor children, to date from Feb. 1.

Election officers who served at the recall election in Sanel Township ordered paid. Pine Mountain and McDonald precincts, $3.00; Sanel Precinct, $4.00. The clerk was ordered to certify list of officers to auditor, who was ordered to draw warrants.

In the Matter of a Constable in Potter valley.—Petitions for the appointment of O. F. Day, Geo. W. Davis and J. C. Hughes as constable of the above township were received by the Board and on motion duly carried Geo. W. Davis was appointed.

In the matter of the Calpella road: The viewers report on the above road was filed with the Board and there being certain non-consenting land owners, notice to such owners as to the date of hearing the viewers report was ordered published in the Republican Press the time for hearing being set for 2:30 p. m. Tuesday, April 8th 1913.

The following indigent allowances were made: Mrs. Wm. J. Vassar Jr. Hopland, $12.50 per month; Patricio Mariemontez, Hopland, increased to $18; J. F. Gordon family Manzanita $10 per month through L. E. White store. V. Gianini family Wendling $15 per month,

In the matter of the Fort Bragg School bonds:—This being the time for opening bids for the above bonds and no bids being received the bonds were ordered re-advertised for sale April 8th 1913 at 2 o'clock in the Ukiah Republican Press and the Fort Bragg Advocate.

The matter of the Two Rivers and Covelo Road was continued until 2 p. m. April 8th.

In the matter of the Crawford Road:—The viewers report on the above road was accepted by the Board, to be declared a public highway when the construction of the State Highway along the route mapped out in said report is entirely assured. An agreement from John Crawford for compenastion for the said right of way was also filed and accepted by the Board on the same conditions.

Small changes were made in the boundary line between Fountain School District, and Hopland Union School District.

A petition for a bridge at Calpella was laid over by the Board.

A petition for a road near Mendocino City was laid over by the Board, there being no accompanying bond.

The following resolution was unanimously adopted by the Board and a copy thereof ordered transmitted to our two representatives in the State legislature and to Hon. Hiram W. Johnson Governor of California.

WHEREAS: Assembly bill No. 1186 introduced by Mr. Weldon, our representative in the State assembly provides for the appointment of a commission and the appropriaton of $250,000 to purchase certain timber lands in Township 15 and 16 W. M. D. M. known as Jackson Valley timber lands for the purpose of a State Park;

BE IT RESOLVED: that it is the sense of this Board that this bill is a meritorious one and we hereby urge our representatives Senator J. B. Sanford and Hon. J. T. Weldon to use all honorable means to have this bill passed and approved by the Governor.

We feel that if this bill should become a law and said park established that it would be of material advantage to the entire State of California insamuch as it would preserve for the coming generations the redwood trees and would become a place of pleasure to the people of the State of California.

The following bill was rejected by the Board: C. E. Grist Constable expenses $17.25.

The Board then adjourned to meet at 10 a. m. Monday April 7, 1931.

THE UKIAH POST OFFICE

Ukiah, March 4—Just how many politicians have their eyes on the Ukiah Post Office, we may not know, but its known that here are a number looking for a change in the coming Democratic adiministration with the hope of securing the "plum." That there will be a great disappointment goes without saying. We are pretty safe in prophesying the future from facts and conditions that obtain in the present. It is definitely known that President elect Wilson will not make vacant any position on purely partisan grounds. His attitude rests upon ideal of efficient service regardless of party affiliation and in this attiude he will be upheld by the American people who are tired of wire-pulling and petty politics. Favoritism, if shown will be given to him who can give in return the best services to the people. Unless, therefore it can be shown that present incumbent is unfit take this tip, there will be no change. Another point with which to prop my prophecy is the following, viz: It has been known for a long time that our Representative in Congress, Wm. Kent is not a politician, but a statesman and that it has always been his prophecy to recommend the retention in office of those who have been faithful in the discharge of their duties and the chances are that neither Mr. Wilson nor Mr. Kent will recede from their progressive standpoint. Now, if it be possible to read between lines of political events and to sum up results that would naturally follow from views held by men who control the situation, it were easy indeed to foretell accurately, that there will be no change in the Ukiah Post Office on poiltical gounds. Those who are nursing any such hope would do well to forget it.

"Easy R."

EXPENSES OF EVANGELISTIC CAMPAIGN

The Executive Committee held a special meeting Monday at the office of W. P. Thomas to receive the report of the treasurer, J. W. Eversole. Mr. Eversole presented an itemized account with the proper vouchers The committee approved the report and directed that a summary of it be prepared for publication. It is remarkable that on subscriptions exceeding $2,000, less than $15 proved to be unpaid. It speaks well for the spirit of unity that prevailed among the churches and for the generosity of the people of Ukiah that so large amout was given so willingly.

The total receipts were $2171.80. The amounts paid out are as follows:

E. P. Loose, 1st payment on free will offering $750.00; E. P. Loose, traveling expenses of the party, $500; Hall Rent, $135; A. R. Wilgus, singer, salary $25; F. Sandelin, board of party, $145; Advertising $72.60; Labor, Cartage, etc, $105; Mrs. E B. Gibson collection for lady in hospital, $31; interest $2.00; Total $1866 10.

Surplus, to be forwarded to E. P. Loose $306.70. There have been handed to the pastors for distribution to the members of the churches, copies of a neat souvenir of the meetings in the form of a leaflet to be pasted in their bibles. This contains a Dedication or form of consecration to be signed by the resipient. This souvenir is presented by the Executive Committee.

County Clerk Hale McCowen favored a number of his friends in this county this week with postal cards from Satiago, Cuba. Mr. McCowen is evidently ejoying himself and will undoubtedly return greatly benefitted by his first vacation from the arduous duties of his office for a number of years.

COUNTY BANKS BUY HIGHWAY BONDS

A few weeks ago we mentoned the fact that the State was having a hard job selling the State Higwhay bonds, and that work on same was being held up on that account, says the Willits News.

W. A. S. Foster, president of the Bank of Willits, took the matter up with the rest of the banks in Mendocino county Through his efforts the local banks have subscribed for the following amounts of the State bonds, with the understanding that all of the money is to be expended on the State Highway through Mendocino conty.

Bank of Willits, $16,000. Bank of Ukiah $20,000. Savings Bank of Mendocino County, Ukiah $10,000. Commercial Bank, Ukiah $10 000. Bank of Hopland $10,000. First National Bank Fort Bragg $5,000. Fort Bragg Commercial Bank $5,000. The Bank of Mendocino City has also promised to take some.

Mr. Foster went to Santa Rosa Wednesday to meet representatives of the banks of Sonoma and Marin counties. All of these banks will also fall in line shortly but they are holding back until some purely local matters are settled to the State Highway.

KNIGHTS TEMPLAR TO ARRANGE EASTER

The nights Templars will make a pilgrimage to Fort Bragg to hold Easter services Sunday, the 23rd. H A Weller and J A Nelson have charge of the preparations at Fort Bragg and Dr Geo W Stout, Frank Sandelin, and T M Cleland are the committee on arrangements. A low excursion rate will prevail from Saturday to Monday.

THE LATEST AUTO ATTACHMENTS

Professor Babcock returned from San Francisco this week. He has had his Reo fitted with electric lights and an electric starter and now has the swellest machine in town.

JUDGE L C HENLEY SHIPS ORPHINGTONS

Judge L. C. Henley reports that Press ads are good workers. He reports many replies from the ad. He shipped this week a fine pen to Fort Bragg. Remember that Press want ads not only reach prospective buyers in Ukiah but that they visit homes all over the county. The want ad bears the same relation to business for the small dealer, the farmer, the city man or any one who has any thing to sell that the large ads of the merchant do. They bring business that you would not otherwise get.

FREE MEDICAL LECTURES

Dr. Tucker, of Riverside will deliver his lecture, "Conservation of Public Health" in the Christan Church, Friday evening, March 14th. The speaker will illustrate his remarks by stereopticon views and the occasion promises to be a most interesting and helpful one. Doctors of to day are doing a noble and unselfish work in promoting public health and preventing disease. Dr. Tucker comes to Ukiah to assist in the work of spreading knowledge of health questions, and is one of many sent out by the American National Medical Association for this purpose. Let all who can do so come out and hear him.

LIBRARY ARCHITECT SELECTED BY BOARD

At the meeting of the library board Wednesday night John Davis Hatch of San Francisco was selected as the architcet for the Carnegie library. As soon as the plans and specifications are completed they will be forwarded to Mr Canegie for his approval.

H C Mohn was down from Willits this week.

INTERESTING LOCAL AND PERSONAL ITEMS

Elmer Albertson visited in San Francisco this week.

Judge Byron Gowan was over from Anderson valley this week on a business visit.

Attorney Con H Goldberg was down from Willts on legal business Wednesday.

C H Kent and mother autoed to St Helena this week to visit Squire Kent and family.

Mr and Mrs Louis Charlton have returned from a visit to the southern part of the state.

Mrs W W Porterfield returned from Calexico this week and will open her normal school Monday.

Lute Handy formerly of this city was married in San Francisco last month to Miss Martin.

E P Gillmore was over from Point Arena this week on his way to visit his adughter in Richmond.

Mrs Lily McClure entertained in honor of her sister Miss Birdie Ganter of Napa Tuesday afternoon.

Wilson and Marshall were inaugurated Tuesday and the country is now under a democratic administration.

George Rhodes has been appointed secretary of forestry for the division of California with offices in the Crocker building.

Mrs Inez Pettis left this week for Petaluma to join her husband who has a good position there as manager of a chicken ranch.

Claude Van Dyke was home from college this week on a visit to his parents. He was accompanied by Roy C. Miller a classmate.

G W Johnson has been appointed postmaster at Philo, vice John L Prather resigned. He has enlarged and improved his store.

Mr and Mrs L Dimmick of Portland, Oregon, are visiting Mr and Mrs R E Dimmick. The gentlemen are brothers but have not met before for over 20 years.

Miss Orletta Gowell opened her school Monday at Sawyers district near Willits. She has been enjoying her vacation in the bay cities and here with her parents.

The Mendelssohn club will give a scale contest under the direction of Nellie Gibson at Clelands hall some night between the 22nd and the 1st to be announced later.

H T Hopper and Chauffer Berryhill left this week for San Francisco to get Henrys new Pierce Arrow. It is thought that by this time Henry is recovreing from autoitis.

J B Neff was arrested in Willtat this week and given 30 days for vagrancy. When brought to jail it was discovered that he was an escape from the state hospital.

Morte Banker has delivered Fords to Wiley Higgins of Ukiah and Mr Babcock, Arthus Johnson and Gene McCarthy of Anderson valley. He has three more for immediate delivery.

Atorney Judge L. C. and E. V. Henley are renovating their law offices in the second story of the Heger building and will have one of the neatest and most convenient suite of offices in town

Miss Rose Hamilton left this week for a visit with her parents at Covelo after spending several days in this city as the guest of Miss Orletta Gowell. Miss Hamilton has been teaching at Laurel Dell.

Walter Bonner has located at Calpella after an absence from this county of 41 years Mr Bonner is the son of of Rev Bonner who established the Baptist church here and says that he has been wanting to return ever since he left.

Mr and Mrs T F Heacock left this week for Modesto where they will spend the summer. Mrs Heacock will open dressmaking parlors there and already has orders ahead for some time. They have rented their residence to Mrs Poterfield.

Janitor J J McGimsey of the court house incurred the wrath of the local democrats Tuesday by not hoisting the flag over the courthouse in honor of the democratic andministration. McGimsey says that he is a good democrat and one of the original Wilson men but that there is no precedent for the act and has dug up authorities to show for it.

An added pleasure for smokers of

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Duke's Mixture

Here is a smoke with the real, genuine tobacco taste — that beats all artificial tastes. Every grain of it is pure, clean tobacco. Tucked into a pipe, or rolled into a cigarette, it makes a delightful smoke.

If you have not smoked Duke's Mixture, made by *Liggett & Myers* at Durham, N. C., try it now

In addition to one ***and a half*** ounces of fine Virginia and North Carolina leaf, with each 5c sack of Duke's Mixture you now get a book of cigarette papers free and

A Free Present Coupon

These coupons are good for hundreds of valuable presents. There are shaving sets, jewelry, cut glass, baseballs, tennis racquets, talking machines, furniture, cameras, and dozens of other articles suitable for every member of the family—each of them well worth saving the coupons for.

As a special offer, ***during March and April only, we will send our new illustrated catalogue of these presents FREE.*** Just send us your name and address on a postal.

Coupons from Duke's Mixture may be assorted with tags from HORSE SHOE, J. T., TINSLEY'S NATURAL LEAF, GRANGER TWIST, *coupons from* FOUR ROSES (*10c-tin double coupon*), PICK PLUG CUT, PIEDMONT CIGARETTES, CLIX CIGARETTES, *and other tags or coupons issued by us*

Premium Dept.

Liggett & Myers Tobacco Co

ST. LOUIS, MO.

DR. DIDDLES NARROW ESCAPE

Dr. J. F. Diddle had a narrow escape from death in Berkeley last Saturday morning. He was going to the hospital in his automobile and was run down by a train at Fifty-fifth and Genoa streets. Seeing that a collision was inevitable the doctor jumped and saved his life. The train struck the machine and threw it thirty feet, smashing it to pieces. Dr. Diddle hit the ground hard when he jumped and badly twisted one of his shoulders, but to the presence of mind he owes his life. Half an hour before another automobile was run down at the same place and two men killed.—Record.

The trustees of the Lakeport high school have decided to call an election to vote on a $30,000 bond issue for building and equipping a new school building.

WHITE GOPHERS PLENTIFUL

E. C. Riggs of the Scotts valley ranch in Lake county killed three milk white gophers last week according to the Lakeport Press. It is said that the ordinary variety of gophers are common on the ranch and that the white ones are not uncommon.

CHICHESTER S PILLS

DIAMOND BRAND

Beware of Counterfeits. Refuse all Substitutes.

LADIES! Ask your Druggist for CHI-CHES-TER S DIAMOND BRAND PILLS in RED and GOLD metallic boxes, sealed with Blue Ribbon. TAKE NO OTHER. Buy of your Druggist and ask for CHI-CHES-TER S DIAMOND BRAND PILLS, for twenty-five years regarded as Best, Safest, Always Reliable.

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The real thing in pictures and framed at a great reduction. Pictures less than the frames alone are worth. . . .

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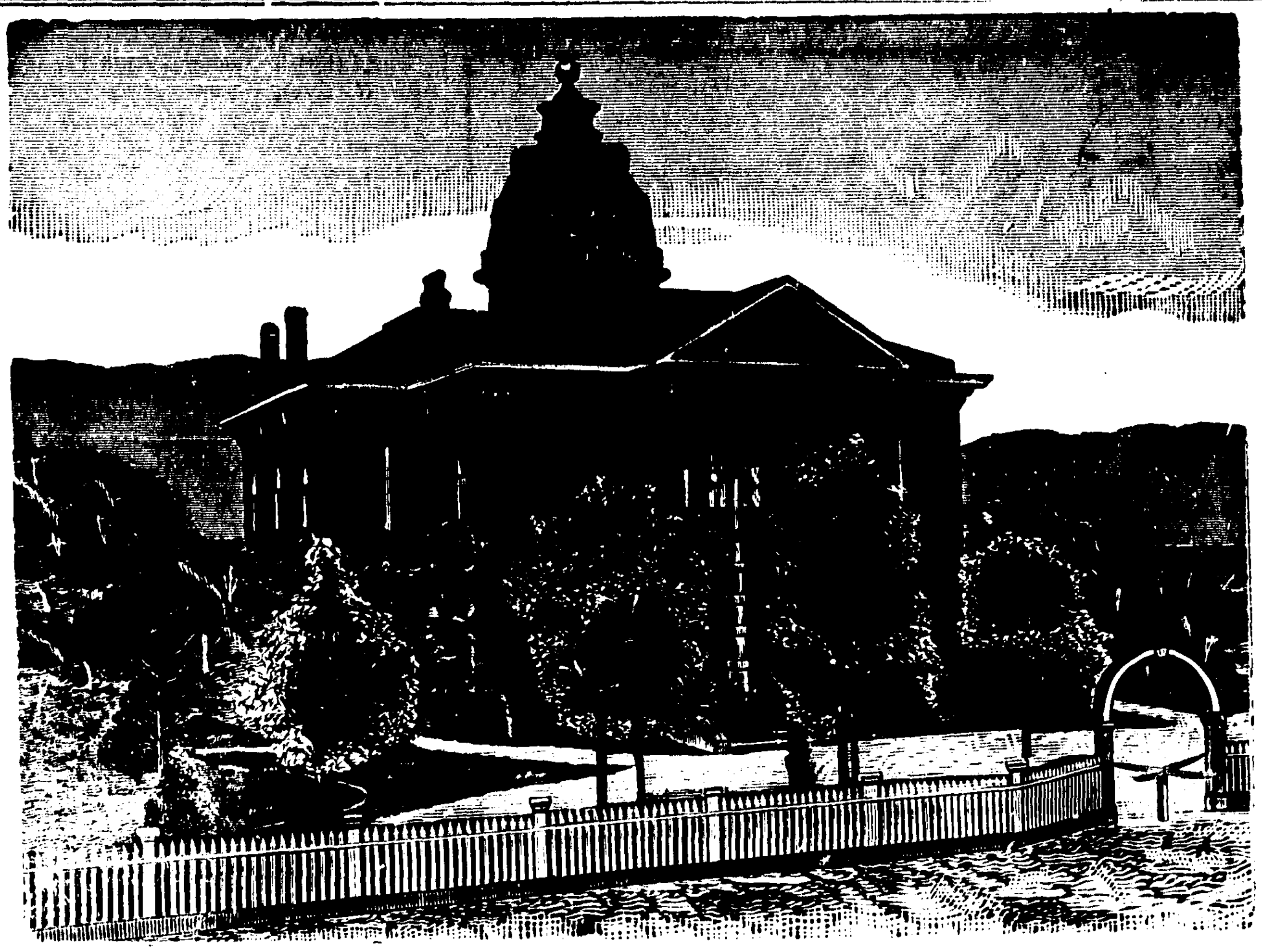


Mendocino County Court House at Ukiah as it Appeared 25 Years Ago

RAIN BY THE FOOT FALLS AT BRANSCOMB

Voluntary Observer Haun of Branscomb sends in the following weathe- report for the past month: Temperan ture, Mean Maximum 58.4; Meam Minimum 30.1; Mean 44.3; Maximu2; 74; date 15; Minimum 20, date 2a- Greatest Daily Range 44; Precipit24 tion; Total. 50 inches; Greatest in 11 hours .40; date 24; Snow: Total Far 2 50 inches on ground 15th; Number of Days: With .01 inches or more precipiation 3; Clear 9; partly cloudy, 6; cloudy, 3; Dates of killing frosts, 16 to 28. This season 67 57; Last season 43.06.

KILLED 3 PANTHERS IN 2 DAYS

Last Saturday Russell and Rodney Ledford, sons of Mr. and Mrs. Charley Ledford of near Yorkville, brought in the hides of three panthers which they had killed on the Fred Hibberd ranch. After chasing two of them with hounds the 14th of the month they finally took to trees. The following day they started in pursuit of the other one and it was killed in the same manner. The panthers have done considerable damage, killing not only sheep on the range, but the deer as well. The scalps were forwarded to the State Fish and Game Commission and a bounty of $20 for each hide will be paid to the boys.—Cloverdale Reveille.

Mum Reid and Ida L. Arthur were married in San Francicso last week and are psending their honeymoon at Willits.

Madam, Read McCall's The Fashion Authority

McCALL'S is a large, artistic, handsomely illustrated 100-page monthly Magazine that is adding to the happiness and efficiency of 1,100,000 women each month.

Each issue is brimful of fashions, fancywork, interesting short stories, and scores of labor-saving and money-saving ideas for women. There are more than 50 of the newest designs of the celebrated McCALL PATTERNS in each issue.

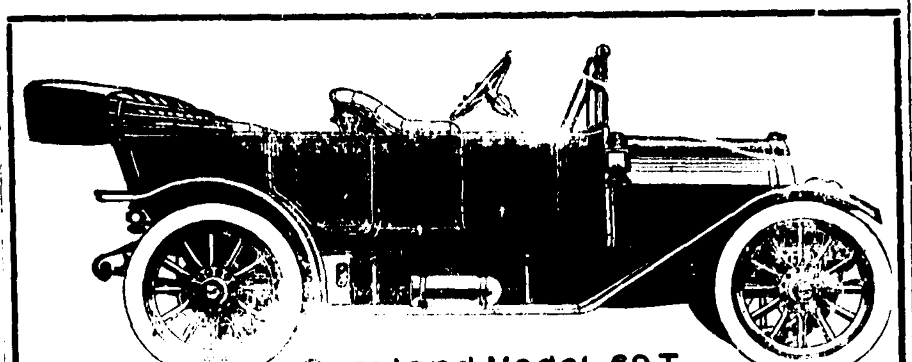
McCALL PATTERNS are famous for style, fit, simplicity and economy. Only 10 and 15 cents each.

The publishers of McCALL'S will spend thousands of dollars extra in the coming months in order to keep McCALL'S head and shoulders above all other women's magazines at any price. However, McCALL'S is only 50c a year; positively worth $1.00.

You May Select Any One McCall Pattern Free from your first copy of McCALL'S, if you subscribe quickly.

THE McCALL COMPANY, 236 West 37th St., New York

NOTE—Ask for a free copy of McCALL'S wonderful new premium catalogue. Sample copy and pattern catalogue also free on request.



Overland Model 69T

THE 1913 OVERLAND

We want you to know of the remarkable values offered in the new Model 30 H. P. Overland Touring car or runabout at $1100.00 fully equipped (delivered at Pacific Coast terminals).

The more you know as to what should be as to construction, equipment and performance, the more you will appreciate that this car sets a new standard for popular priced automobile values.

We want you to know what a splendid engine is in this new Overland—we believe no car regardless of price has a more satisfactory engine as to efficiency, durability and cooling.

We want to tell you about the U. S. L. electric lighting and starting outfit which is offered on these cars as an option.

We want our demonstrator to take you over the three Haight Street hills on the high gear from a slow start and do it easily—this is something the $4000.00 and $5000.00 car cannot do.

We want to show you the new brakes on the Overland—no car regardless of price has better brakes.

Some of the other points we want to show you are—the splendid clutch and steering gear, the sturdy wheels and hubs and transmission gears, the annular bearings in the transmission, the floating rear axle (we want to show you the accessibility of this rear axle). We also want to show you how this car will turn around in a 39-foot circle.

If people could only knew what a wonderful car this Overland is, the 40,000 machines which the factory will produce this year would not be anywhere near enough.

We would like to have you see our place of business, 137x137, two stories and basement on Golden Gate Avenue corner Hyde St. See the $50,000 stock of parts which we carry to take care of our cars in case they meet with accident or need any replacements. We want to show you our facilities for taking care of our customers, and right here is our strong point.

We guarantee our cars for a period of one year from date of sale and replace, free of charge, any part which does not stand up to normal usage and we make all ordinary adjustments free. We have the facilities for doing this and we do it.

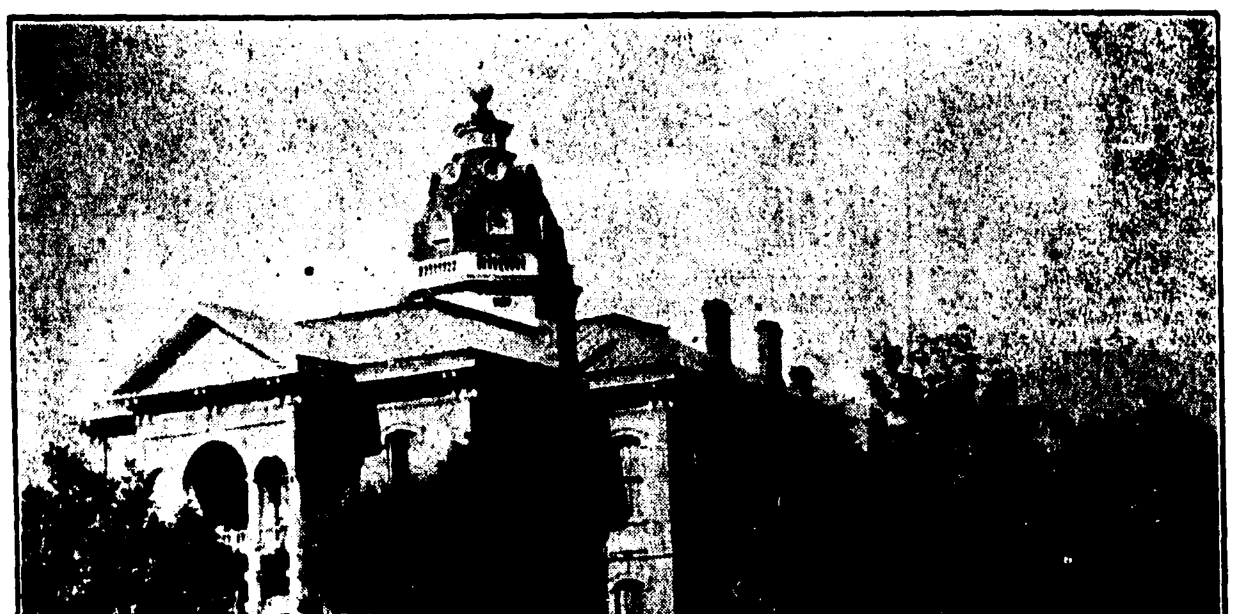
We have been in business in San Franc sco (bicycles and automobiles) for 19 years—we have always handled good merchandise, given the people a good run for their money and have given them Golden Rule treatment—ask any of the people to whom we have sold cars as to how they like their cars and their dealings with this house. Would you like to have us send you a catalogue and have our salesman call—*if you do not want to be troubled by* our salesman you may rest assured that your wishes shall be respected.

We hope hope that we may have the pleasure of interesting you in our cars and a lding your name as one of our satisfied customers.

J. W. LEAVITT & COMPANY

F. O. TAYLOR,

Agent, Ukiah, Cal. Phone Main, 573



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Diseases of women and children a speciality.
Office, No. 204 Oak St
Phone 361

GEO W STOUT, M D.
UKIAH CITY, CAL.
Office, Corner Oak and Perkins streets

S L REA, M D
Office, in Masonic Building.
Ukiah, Cal.

DENTISTS.

GEORGE McCOWEN, D. D. S.,
Southeast corner State and Clay Sts
Ukiah, California.

DR FRANCIS E. REA.
DENTIST
Office, two blocks west of postoffice
Ukiah, Cal.

A LEE GIBSON, D D S
DENTIST.
Office, Marks Building,
Ukiah, Cal.

DR E G CASE
DENTIST.
Office, Cor. Oak and Standley streets, One block west of Sheriffs office.
Ukiah, Cal.

DR J R THOMAS
DENTIST
Office in White Building east of Court House, Room 5. Ukiah. Cal.

LAND SURVEYORS.

P L HALL
LICENSED SURVEYOR AND NORTARY PUBLIC
Office, on Main Street
Willits, California.

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L. C. HENLEY — ED V. HENLEY
HENLEY & HENLEY
ATTORNEYS AT LAW
Will practice in all state and federal courts. Offices—Heger Building west of Court house.

JAMES M. MANNON — CHARLES M. MANNON
MANNON & MANNON
ATTORNEYS AND COUNSELORS AT LAW
UKIAH, CALIFORNIA.
Offices, northwest corner Standley School Streets.
Will practice in all State and Federal Courts.

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(Successors to J A Cooper.)
In office formerly occupied by J A Cooper.
Odd Fellows building, up stairs.
Ukiah, Cal.

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ATTORNEY AND COUNSELORS AT LAW
Ukiah, Cal.
Practices in all the State and Federal Courts.

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ATTORNEY AND CONSELOR AT LAW
Will practice in any court in the state.
Offices with Smith Donohoe & Co. west of Court house.

W. G. POAGE
ATTORNEY AND COUNSELOR AT LAW
Will practice in any court in in the state.
Offices on N. School Street, Ukiah.

E. L. GLAISYER, B. S., D. V. S.
Member Calif. State Veterinary Medical Assn.
Licensed under Laws California
Chap. No. 501
Ukiah Calif.

HALE McCOWEN, JR.
Attorney and Counselor at Law
Rooms 6 and 8, Preston buildng.
Ukiah, Calif.

KEITH C. EVERSOLE
Attorney at Law
Mills Building — San Francisco
Practice in State and United States Courts

Office Hours — Phone Sutter 455
9 To 12 M.
1 To 5 P. M.
DR. E. G. CASE
Dentist
Room 209 — 830 Market Street
Westbank Building — San Francisco

DR. E. W. KING
Mental and Nervous diseases
Psychotherapy
Office Hours: 2 to 5.
Office: 3445 Sacramento St., San Francisco. Telephone: Fillmore 2115.

J. A. PETTIS,
Attorney at Law
Will practice in all state and U. S. courts.
Offices: Winsor Hotel building.
Fort Bragg, Calif.

ROYAL
Baking Powder

is the greatest of modern-time helps to perfect cake and biscuit making. Makes home baking pleasant and profitable. It renders the food more digestible and guarantees it safe from alum and all adulterants.

TALMAGE LETTER OF THE WEEKS NEWS

(Press Special Service)

Talmage, March 6—Dr. Donald Smith was called away to Livermore Tuesday to attend the funeral of his mother who died at that place Monday morning.

Mrs. F. C. Handy who has been visiting in San Francisco returned home Sunday evening.

Miss Emma Winey of South Pasadena has accepted a position as attendant at the State hospital here.

A birthday party was given at the home of Mr. and Mrs. George Garavanta Saturday evening and everyone attending reported having had a very enjoyable time.

Mrs. E. Severance was a visitor in Ukiah Thursday afternoon

John Dean has been sick the last few days with la grippe.

Mrs. G. C. McGimsey has been visiting with her parents at The Devils Den Ranchio for several days, returning home Sunday evening.

The Willits base ball team have challenged the Talmage team for a game of ball for Saturday, March 8th but nothing definite has been learned regarding the outcome of acceptance.

Mr. J. M. Fuggit and wife are away at present visiting with friends in Ukiah.

Jack McGimsey of Boonville was a visitor in Talmage Saturday.

E. B. Ball has purchased a motor car and like the rest of the new auto enthusiasts is trying it out on Marve Fords new roads. X X X

PRESS ADVERTISERS REPORT GOOD SALES

The C Hofman company is devoting its windows this week to a display of Duchesses trousers. They are the kind that do not rip or the buttons come off. A keg of nails is suspended from one leg of a pair while the other is used for supporting the weight and so far no rips have developed. They are also displaying a beautiful line of spring goods of interest to the ladies.

The Joseph Jewelry Co. is agent for the celebrated line of Kohler & Chase pianos. They have a fine window display of the latest in aigrets and baretts. Something entirely new.

ANDERSON VALLEYITE RECENTLY WEDDED

On Thursday evening, February twentieth Mr. George Eastman Cook of Anderson valley, California and Miss Nellie Malvina Stearns of Chester, Vermont were united in marriage at the home of Mrs. A. M. Rand Highland Avenue, Somerville, Mass. Rev. N. K. Bishop of Somerville and Rev. Henry Crocker of Chester, Vermont officiated.

Mr. Cook is a nephew of Mr. David Cook, Chicago publisher. The bride is the daughter of Mrs. Lizzie Stearns of Chester, Vermont. She was educated at Vermont Academy and Mount Holyoke College and for five years has been teachng Latin and English in the Stetson High School, Randolph, Mass. She was married in a dark blue traveling suit and carried white carnations. Evergreens from Vermont and palms suggestive of the state from which the bridegroom came, tastefully decorated the parlor and hall with festoons and masses of green. Miss Carrie Stevens played the wedding march, and wedding bells were most musically sounded from a chime record of a Victor Victrola. A dainty lunch was served after the ceremony. The guests were from Somerville, Boston, Randolph, and Franklin, Mass. and Chester, Vt. The wedding presents of silver, cut glass, linen etc., were numerous. Noticeable among these was the valuable gift in solid silver from the teachers and pupils of the Stetson High School, Randolph.

Mr. and Mrs. Cook will reside in California. Their temporary address is 609 St, Oakland, California. They go by New York to spend a few days at Washingon during the inaguration, thense by way of New Orleans, El Paso, Los Angeles, San Diego and Oakland. They expect to spend some twenty days on this trip and will locate in or near Mendocino Co. Mr. Cook considers it one of the best places for agricultural purposes or stock raising in the State of California.

G. Lucky who has been looking over the valley for several weeks with a view of investing left this week for his home at Pineville, Oregon. He is well pleased with this section and says that he may return and buy property.

W W Smith left his week for the coast.

J. W. Stusttsman has accepted a position at Hopland.

INTERESTING ITEMS FROM BOONVILLE

(Press' Special Sevice)

Boonville, March 6—Ross York, who has made his home in British Columbia for nearly two years, is visiting relatives in Boonville. Ross will be remembered as the son of V H York formerly of this place and who passed away suddenly in the north lately.

Mrs. H J June, of Coverdale, is visitng her parents Mr and Mrs F Vestal.

Mrs A P Ornbaun of Lamore, is visitng her brother M R Prather.

Wm Lambert took a wagon load of porkers to the Ukiah market Sat, having sold them to C P Smith.

Rumor has it J W Main has bargained for the Dr. Huntley property located near the Anderson school. The Dr. is reported to be in line for the County Physician job.

Mrs E M Hiatt, of Yorkville, is visiing her daughter, Mrs Lawson.

E G McCarty and Arthur Johnson drove their new autos home Saturday.

John Gschwend of Christine has been reported to have installed a modern stump puller some time since that he is pulling five foot green stumps with.

J W Harris, supervisor of the 1st district was here last week looking over the roads and seems well pleased with conditions.

Mercer Ingram of Hermitage accompanied by Miss Madge Hiatt, of Yorkville, visited Boonville Sunday.

Mrs Del Rawles is able to be about again after a severe attack of la grippe.

Llyod Ornbaun and Jack McGimsey pleaded guilty, before Judge Gowan, to a charge of disurbing the peace and paid a fine of of $75 and $150 respectively. Ornbaun is a brother and McGimsey a cousin of John Ornbaun, now in the Santa Rosa jail charged with a serious cirme alleged to have been committed in the mountains of Sonoma Co. A. B. C.

ASSESSOR'S NOTICE TO PROPERTY OWNERS OF MENDOCINO COUNTY.

Notice is hereby given to all property owners of Mendocno county that **Monday, March 3, '13** is the first day for giving in your assessment for the coming year. Call at my office or give your statement to one of my deputies.

All assessments must be in by April 15 in order that I may complete my assessment rolls according to law.

W. H. GIBSON.
Assessor of Mendocino County.

CARD OF THANKS

We take this method of thanking our many friends who were so kind in our recent bereavement. We also wish to thank our friends for the many floral tributes and particularly the employees of the Northwestern Pacific and their wives.

Martin Flaherty and
The McGarvey family

MILLINERY OPENING

Mrs. Emery will have her Spring Opening Monday March 3. All invited. Remember that Easter comes early.

INDIAN MOTOR CYCLES FOR SALE

4 H P sinlge, 1912—$150. 7 H P twin 1912—$200. 7 H P twin 1912—$225. Ukiah Cycle Co., Ukiah, Cal.

L. J. Holzhauser was a visitor to Oakland last week.

Mrs Chas Underhill is here from Turlock on a visit.

W. M. Cox spent a few days in San Fancisco last week.

Charles Ward brought over a fine bunch of cattle from Lake county this week.

WE HAVE FLOUR

and lots of it. Two cars just arrived. Also wheat, oats, barley, corn, alfalfa seed and mill stuffs, egg food, chick food and shells.

Wheat $1.75; recleaned seed oats $2.20; the best egg food on the market $2.00 per sack; corn $1.35; shells 45c a sack.

O. K. FEED YARD

J. V. RAY, Prop. Ukiah, California

P. H. JOSEPH

Optometrist

Registered Under the Laws of the State of California

Examination Free

Madam, Read McCall's
The Fashion Authority

McCALL'S is a large, artistic, handsomely illustrated 100-page monthly Magazine that is adding to the happiness and efficiency of 1,100,000 women each month.

Each issue is *brimful of fashions*, fancy-work, interesting short stories, and scores of labor-saving and money-saving ideas for women. *There are more than 50 of* the newest designs of the celebrated McCALL PATTERNS in each issue.

McCALL PATTERNS are famous for style, fit, simplicity and economy. Only 10 and 15 cents each.

The publishers of McCALL'S will spend thousands of dollars extra in the coming months in order to keep McCALL'S head and shoulders above all other women's magazines at any price. However, McCALL'S is only 50c a year; positively worth $1.00.

You May Select Any One McCall Pattern Free from your first copy of McCALL'S, if you subscribe quickly.

THE McCALL COMPANY, 236 West 37th St., New York

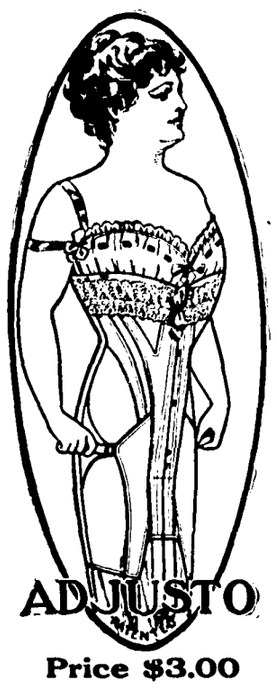
NOTE—Ask for a free copy of McCALL'S wonderful new premium catalogue. Sample copy and pattern catalogue also free on request.

C. HOFMAN CO.

NEW WAISTS--We have just received the first lot of Spring Lingerie Waists, and they certainly show up very pretty. We have many more to come and we feel assured that our customers will declare our line of Waists to be the nobbiest line shown.

ALL PRICES ALL STYLES

Syle 608



Price $3.00

The Royal Worcester Adjusto

is the only corset made for stout people that will wear and give satisfaction.

We are showing the only line of new Spring Coats and Suits in the town. They are up-to-date in style and material.

The Palmer Garment

SILK SUITINGS

25 inch Silk Faille Suitings---Solid shades for street or evening wear - - 50c

We have the grandest line of Silk Foulards ever shown---All colors.

CREAM SERGES

36 inch cream serge--- excellent grade - - 50c
46 inch cream serge, all-wool, shrunk - - $1.00
50 inch cream serge---the best seller - - $1.25
56 inch cream serge, extra heavy wide wale ---the very best $2

The DUTCHESS Line is Here

Dutchess Trousers for the new season as shown in our store will surprise and please you.

Excellence of design, variety of fabrics and reasonableness of prices will appeal to you. Come and see them and us.

10 Cents a Button——
——$1.00 a Rip

——ADLER'S COLLEGIAN CLOTHES——
THE FLORSHEIM SHOE——
——REGAL SHOES——
——THE PINGREE SHOE

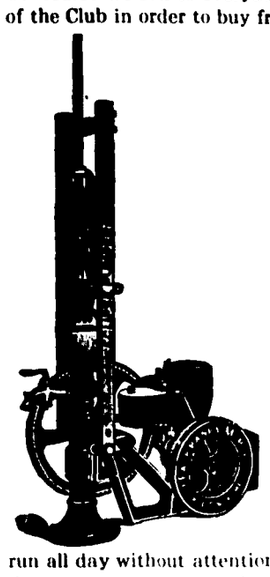
BUSY SCENE AT UKIAH FARMERS' CLUB WAREHOUSE

Ukiah Farmers' Club

WATER–WATER–WATER

Wouldn't it be a good idea to begin to put in that small pumpint plant to provide water for the stock, garden and house right away before the early garden begins to dry up and give only half a crop?

Remember it does not cost anything to come down and figure with us. Of course we sell to everybody. It is not true that you have to be a member of the Club in order to buy from us at lower prices than you can get any place in Mendocino County. We believe that after we have bought goods they are ours and that we have the right to sell them for any price we choose. We do not accept exclusive agencies for goods that we cannot sell.



We can sell you the very best gasoline engine that money can build and save you money on the deal. We handle the best pumps, several standard makes. Our prices on pipe connot be cut under and leave expeuses for the dealer trying it.

We are prepared to equip you complete with an electric outfit for pumping or any other purpose.

Talking of water for the house and garden and a windmill supply, of course we could sell sell you the best windmill made but did you ever think of putting in one of these little gas engines. Look at the cut. It is made like an automobile engine and will run as well. It will run all day without attention. Just feed it a little gasoline or distillate. Any woman can start it. Always cool water to drink. No waiting for the wind. No expense for repairs. Come in and let us show you just how it will work. Some people tell us they would not be bothered with a windmill on the place since these engines come to town.

At the Warehouse, just over the railroad track.

Lameness

Sloan's Liniment is a quick and reliable remedy for lameness in horses and other farm animals.

"Sloan's Liniment surpasses anything on earth for lameness in horses and other horse ailments. I would not sleep without it in my stable."—MARTIN DOYLE, 432 West 19th St., New York City.

Good for Swelling and Abscess.

MR. H. M. GIBBS, of Lawrence, Kan., R. F. D., No. 3, writes:—"I had a mare with an abscess on her neck and one 50c. bottle of Sloan's Liniment entirely cured her. I keep it all the time for galls and small swellings and for everything about the stock."

SLOAN'S LINIMENT

is a quick and safe remedy for hog cholera.

Governor of Georgia uses Sloan's Liniment for Hog Cholera.

"I heard Gov. Brown (who is quite a farmer) say that he had never lost a hog from cholera and that his remedy always was a tablespoonful of Sloan's Liniment in a gallon of slops, decreasing the dose as the animal improved. Last month Gov. Brown and myself were at the Agricultural College building and in the discussion of the ravages of the disease, Gov. Brown gave the remedy named as unfailing."
"OBSERVER."
SAVANNAH DAILY NEWS.

At All Dealers. 25c., 50c. & $1.00.

Sloan's Book on Horses, Cattle, Hogs and Poultry sent free.

Address Dr. Earl S. Sloan, Boston.

Clearance Sale

For the next 30 days we will sell our stock of wall paper at greatly reduced prices to make room for Spring stock to arrive from the east in March.

Come Early Before the Stock is Exhausted

J. W. EVERSOLE

"FOR QUALITY"

Headquarters for Mendocino Co. People

HOTEL STANFORD

KEARNEY ST., Between Bush and Sutter

SAN FRANCISCO

Rooms With Detached Bath $1.00 per day
" " Private " 1.50 "

The most centrally located Hotel in the city. Absolutely Fire Proof.

STREET CAR NO. 16 DIRECT TO HOTEL FROM FERRY AND WHARVES

I. HARRIS, Manager.

REDWOOD VALLEY NOTES OF INTEREST

(Special to the Press)

Redwood Valley, Feb. 26, 1913.

Mr. Henry Frank accompanied a party of gentlemen from Dakota to the valley last week. These men are looking for a considerable body of land for themselves and friends and left here well pleased.

Mr. Cottell, Supt. of farms in Sonoma Co. for Rudolph Spreckles was a business visitor here last week.

Work on the road opposite Calpella was begun this week. This road was newly constructed last fall but large amounts of earth had slid in during the winter and until repaired is not passable.

Mr. Huntley and wife of near Ukiah were visiting at the G. P. Joslin home over Sunday Mrs. Huntley and Mrs. Joslin are sisters.

Mr. F. A. Yates and Vernon were Ukiah visitor yesterday.

We are glad to hear that the right of way over the Hurt ranch has at last been secured. Now lets see the fence go up and open the road for travel.

A very interesting meeting of the Improvement Club was held last Saturday eve. Publicity and Telephones were the chief topics. Mr. Louis Hardie and brother, Mr. W. B. Crawford and Mr. and Mrs. E. T. Browning and W. D. L. Held were in attendance from Ukiah. Mr. Crawford represents the Western Electric Co. of San Francisco from whom the telephone instruments and supplies will no doubt be purchased of if the proposed line is built. A tentative telephone organization was elected to carry the matter through. Mrs. J. H. Howard very graciously served an excellent lunch which was highly appreciated.

W W Thatcher, S E Brookes and Frank Dooley of Hopland were up this week from Hopland on a business visit.

Waiting For the Lightning.

Curious information on the habits of the big trees of California is given in one of John Muir's books. "These big trees," he says, "seem to be immortal unless they are destroyed by accident. There is no absolute limit to the existence of any tree. Death is due to accident, not, as that of animals, to the wearing out of organs. Only the leaves die of old age. Their fall is foretold in their structure. But the leaves are renewed every year, and so also are the essential organs—wood, roots, bark, buds.

"Most of the Sierra trees die of disease, insects, fungi, etc., but nothing hurts the big tree," adds the distinguished naturalist. "I never saw one that was sick or showed the slightest sign of decay. Barring accidents, it seems to be immortal. It is a curious fact that all the very old sequoias had lost their heads by lightning strokes.

"'All things come to him who waits.' But of all living things the sequoia is perhaps the only one able to wait long enough to make sure of being struck by lightning."

A Scot as Grand Vizier.

In "Further Reminiscences" Mrs. Hugh Frazer tells of James Keith, a Scotsman, who served with Spain, Russia and Prussia. As general officer of the Empress Anna Petrovna he was intrusted with the conduct of some preliminaries of peace with Turkey prior to the treaty of Belgrade.

On the completion of the negotiations, which were conducted in French, the Turkish representative, no other than the grand vizier himself, a tall, red bearded personage dressed all in the sacred green of a hadji (or holy man who had made the pilgrimage to Mecca), arose and came round to where Keith was standing by the table. "It affords me great pleasure, sir," the grand vizier began to the astounded Keith in excellent English, with an entrancing Scottish accent, "to have the opportunity of meeting again with so distinguished a person as yourself. You look surprised, but I well remember you and your brother going to school. My father, sir, was the bellman of Kirkcaldy."

The Serbs' Rout.

It was on the banks of the Maritza, near Adrianople, in 1364, that the Turks first came into conflict with the young Slavonic races, the Servians, the Bosnians, the Bulgarians. Louis I., king of Hungary and Poland, with the princes of Bosnia, Servia and Wallachia, had decided to conquer the sultan, a task that the Greeks had been unable to manage. The Turks were only half as strong as the allies, but the commander took advantage of the intoxication of the allies to make a sudden night attack. The Slavs were aroused by the beating of the Turkish drums. "The Ottomans were upon them before they could stand to arms. They were like wild beasts scared from their lair," says Sa'd-ud-Din. "Speeding from the field of light to the waste of flight, those abjects poured into the stream Maritza and were drowned." The spot can still be seen on the map as Sirf Sindughi, the "Serbs' rout."

Marat and His Ugliness.

Jean Paul Marat of the French revolution is said to have been not only one of the ugliest men in all France, but to have been positively repulsive in person, habits and manners. Yet in his early career he was beyond question the most popular physician in Paris, particularly with the women. It is said that his consulting rooms were daily crowded by the loveliest women in Paris. Even when he was suffering from a loathsome skin disease, contracted while hiding in the sewers of Paris, he was tenderly nursed by one of the loveliest of his admirers, whom he eventually married.

When Edward Was Peeved.

In "King Edward In His True Colors" is this story of the late king:

At Marlborough House one night in the eighties the king, who was then the Prince of Wales, was playing billiards with some of his guests. His royal highness was not in particularly good form, and after a rather bad shot one of the younger men shouted, to the amazement and disgust of the others, "I say, Wales; pull yourself together."

The prince made no reply, but, beckoning a servant, said, "Call Mr. —'s carriage."

How She Struck Him.

"Oh, yes, I know Mrs. Wadleigh. I saw her last night, and she struck me as"

"I know what you were going to say. She struck you as being about the prettiest woman in this town."

"No; that wasn't it exactly. She struck me as I was trying to get across the street in front of her new electric."—Chicago Record-Herald.

A Surprise All Right.

"My husband has promised to allow me to choose what I want for my birthday."

"Oh, then there will be no surprises this year."

"Yes, there will. He will be surprised enough when he gets the bill."

He Was Willing.

Friend—What was the title of your poem? Poet—"Oh, Give Me Back My Dreams!" Friend—And what did the editor write to you? Poet—Take 'em!—McCall's Magazine.

Two Chords.

Willie—Say, pop, what's a major and minor chord? Father—The major chord, my boy, is what I pay for; the minor chord is what I get.—Satire.

An angry man is again angry with himself when he returns to reason.—Publius Syrus.

A Newspaper Man Writes an Open Letter to Dr. Hartman

S. B. Hartman, M. D.

I give below an extract from a letter written me by the business manager of one of the leading newspapers of this country. He said in part:

"I was very much interested in your article about the use of alcohol in patent medicines. As you know, your ad. has been running in my paper more or less for the last twenty years. I have been frequently criticized for advertising your remedy on the ground that it contained alcohol and was therefore harmful.

"I am not a doctor myself and do not profess to know anything about such subjects. But I wish I had been supplied with the information contained in your article years ago. Your article exactly meets all the objections that I have had to contend with.

"That alcohol is a useful drug and is the active principle of wine, beers, cider and other beverages is to me a new thought. That it is a useful remedy and assists the other ingredients in making a cure, I cannot doubt after reading your article.

"I think so much of your article that I am going to have a reprint of it made and strike off thousands of them, which I shall mail to objectors as they may arise in the future.

"Your articles convey a great deal of information to the public. I think the newspapers can well afford to publish them gratis, for the articles you have been furnishing me lately constitute some of the best things that occur in my paper. I wish you continued success in your magnificent work."

My dear Sir:—I appreciate your letter. It is not the only one of the kind I have received.

I know that Peruna has been greatly misrepresented and misunderstood. I have not had time heretofore to answer these objections. I have been too busy in my many enterprises. My great farm, with its various departments, has so thoroughly engaged my enthusiasm and attention in times past that I could give little heed to critics.

But I have taken up the matter now. My farm is in the hands of intelligent overseers and my other business is all organized in such a way that I can give my attention to these matters. I am proposing now to explain to the public all there is to say about Peruna, knowing full well as soon as the public understands it that the malicious things said about Peruna will be quickly forgotten. PERUNA IS FOR SALE AT ALL DRUG STORES.

SPECIAL NOTICE—Many persons are making inquiries for the old-time Peruna. To such would say, this formula is now put out under the name of KA-TAR-NO, manufactured by KA-TAR-NO Company, Columbus, Ohio. Write them and they will be pleased to send you a free booklet.

East Indian Acrobats.

The wandering acrobats of India, says a writer in the Wide World, are recruited from a low caste of people called "Dombaranos," who live by this profession alone. The children are trained from their earliest childhood and do not receive any education in schools. They travel from village to town and give their performances, which are really wonderful, in the open air before crowds of onlookers. Their tricks are quaint and sometimes astonishingly clever. Supported by one an other, these men will balance themselves in a crazy kind of pyramid rising fifteen or twenty feet from the ground, and one of their number will then climb this living pyramid with a heavy weight in his teeth. Babies not yet able to walk are often seen being made use of in the most dangerous manner during these performances. Rajahs and rich Indians are very fond of the acrobatic displays and engage the best of the men to perform before their guests at entertainments.

How Names Are Changed.

There was a curious transformation of names among the refugees who flocked to England after the revoution of the edict of Nantes. Many of the Huguenots translated their names into English, sometimes with a slight alteration of the sense. Boileau became Drinkwater; Delamere, Bythesea; Jolifemme, Prettyman; Loiseau, Bird; Lefevre, Smith; Dubois, Wood, and Sauvage, Savage or Wild.

Some names became so corrupted as to be unrecognizable. Chapuis became Shoppee; Beaufoy, Boffin, and Conde, Cundy. Similar havoc, though on a less extensive scale, has been played with English names in France. Mazarin's successor, Colbert, descended from an Englishman named Cuthbert, and the real name of the famous artist who decorated Versailles was not Le Brun, but Brown. And we may counter that with the Tolfers, who are the Taillefers of France.

Two Thrusts.

A certain congressman was deprecating in Washington an international "mariage de convenance."

"Two men were talking about this marriage cynically, but truthfully," he said. "The first man remarked:

"'Of course the earl won't be able to support Miss Lottie Golde in the style she's been accustomed to.'

"'Oh,' said the other, 'her father will make allowance for that.'"

The congressman gave a grim laugh and resumed:

"The first man looked thoughtful for a moment. Then he said:

"'Despite the stories about the earl's past, it does seem to me that he's Miss Golde's devoted slave.'

"'Oh, yes,' was the other man's reply; 'he's eager for the bonds, all right.'"—Washington Star.

He Knew.

A recent medical publication, particularly intended for undergraduates contained various chapters ethics, legal forms, economics, etc. That the book should be attractive several pictures were decided on, and a photographer was called in. In the course of the discussion as to subjects suitable many suggestions were made until they came to the chapter "The Mistakes In Medical Practice."

"That's dead easy," the camera artist said promptly. "I'll just go out and photograph a passing funeral."—Lippincott's.

Diplomatic.

Mrs. Wombat proceeded to use some very plain language.

Mr. Wombat objected.

"Ain't what I said true?" demanded Mrs. Wombat.

"Yes, but, woman, be more diplomatic. You talk as if you were abrogating a treaty."—Louisville Courier-Journal.

Little Pitchers.

"Ma, does pa help to clean the streets?"

"What a question! Of course he doesn't!"

"But I heard him telling Mr. Jagg that he fell off the water wagon the other night."—Baltimore American.

COASTERS WORKING HARD FOR THE FAIR

The people of Fort Bragg are working hard to make the county fair to be held in that city this year a grand success. According to reports the Mendocino apple show may be combined with the Fort Bragg fair. Such a combination should make a fair that will be hard to beat.

WILL BUILD WAGON ROAD

The directors of the Hopland-Lakeport railway were in Hopland last week to arrange for commencing work on the wagon road to be built along the right of way. One mile will be built on the Lakeport side of the mountain to the tunnel site and three and a half miles on the Hopland side

BACK AGAIN

FROM EUROPE

Dr. H. Ehrlich

The well-known GERMAN EYE, EAR, NOSE and THROAT SURGEON, from San Francisco, who has been visiting Mendocino County for the last 15 YEARS, and successfully cured by his latest painless methods the most stubborn EYE, EAR, NOSE and THROAT TROUBLES, will make his next regular visit to

UKIAH, THURS. MAR. 13

HOTEL CECILLE, 8 A. M. TO 5 P. M.

WILLITS, FRI. MAR. 14

WILLITS HOTEL, 8 A. M. TO 12:15 P. M.

one day in each month.

Catarrh in any form of the HEAD, THROAT, STOMACH, BOWELS, and DEAFNESS, POSITIVELY CURED by my painless method. Polypi, tumors of the nose, enlarged tonsils, granulated sore throat, loss of voice, all diseases of the LUNGS, NOSE and THROAT, quickly and permanently cured. NOISES IN THE EAR stopped; discharging ears cured in every case. Come and see me. I can tell you whether your case is curable or not.

Write to your friends and go early.

Consultion Free

Hutchison & Roeder

Undertakers and Embalmers

Largest and finest funeral parlors in the county free of charge. Lady assistant when required.

Phones: Office 772, Residence 681.

Booster, Progress and Development Section

UKIAH REPUBLICAN-PRESS

MENDOCINO VALLEY SCENES. COUNTY BUILDINGS. MENDOCINO LOGGING AND COAST SCENES.

Vol. XXXVII. UKIAH, MENDOCINO COUNTY, CALIFORNIA, MARCH 7, 1913 Number 38

Glorious Mendocino County

A Story of the Present and the Future of One of the Most Inviting Sections of Northern California---Here Rich and Productive Lands and Properties Combine to Create Wealth For the Progressive Homeseeker, Investor and Capitalist---A Rich County With Rare Advantages and Many Opportunities---A Section of the Golden State Where Business Affairs are Representative Because of the Management and Direction of Five Able And Intelligent Men Sitting as the Board of Supervisors.

By "Capt. Jack" Poland.

A story of Mendocino county is one that is ever interesting. The country is filled with special features that appeal to lovers of nature, while colonists, home-builders and pleasure lovers find this the section of their ideals.

Russian river canyon is the grand gateway to Mendocino county. When the homeseeker on his search for whatever time of the year it may be one cannot but feel that this section of Mendocino county is a good land to be in, and if in the spring one notes the wealth of leaf and blossom and green expanse for which the country is famous, one will likely begin to realize some of the charm that so endears the Northern California country to those who live there. Few visitors come under the spell who have lost their love for it, and though absent in the body are still in heart with Mendocino county.

MENDOCINO COUNTY BOARD OF SUPERVISORS

Chairman A. J. Fairbanks, Willits. Frank Reynolds, Point Arena. E. M. Ford, Ukiah William Ross, Fort Bragg. J. W. Harris, Hopland. Hale Prather, Purchasing Agent, Ukiah.

land leaves the hills of Cloverdale, after a ride through an attractive territory, and comes on the edge of a great gorge, he is in the pass which leads to one of the loveliest and most inviting regions in California, and as each mile traveled brings new scenes, all beautiful, many grand and no two alike, the traveler realizes the lure which attracts so many homeseekers and pleasure-seekers to these regions, causing them to eagerly enjoy the inspection trip to the land of towering mountains, treeclad hills, abundant streams and springs, of endless vales and lovely valleys, of mineral springs so plentiful that only the largest are valued and developed; the land where game is plentiful and fish abound, where California's largest lake shimmers like a jewel in its setting of mountain and valley, and where for endless miles to the westward towers the grandest forest of redwoods on the world's surface.

After a journey of eight miles through this magnificent gorge, with the river always beneath, and often towering cliffs above, almost touching the windows of the train, one passes through the small but rich valley from Hopland to Ukiah, a beautifully located and fertile section, a gem of beauty as regards scenic attractions, which is filled with pretty homes, great orchards, acres of vineyards, extensive hop fields, fruit ranches and prosperous farms, surrounding the city of Ukiah, county seat of Mendocino county, all showing that this is the home of a bright, intelligent and independent people.

On over the mountain is Willits, nestling in another valley, a section notable for its advantages, with rich soil and populated by a class of capable people who believe in the future of their home country.

The country around Ukiah and Willits is brilliant with promise, and

Ideal Home Country.

Not only is Mendocino county good to look upon, charming and interesting as a spot in which to spend leisure hours, unsurpassed for the homeseeker and developer, the tourist and globe trotter, hunter and fisherman, bringing health to the tired or sick, but is filled to repletion of varied scenes for the tourist and preeminently a county to make homes in.

Mendocino county is the ideal section for homes for the rich and for the poor; homes for those of small means who wish cheap and productive lands which can be developed; homes for those who wish to live where school and educational facilities are good and land will produce anything. Homes for the city man who wishes the joy of possessing a bit in nature's heart that he can call his very own, where his wife and children can acquire tan and abounding health; the ideal place for the man who desires something that even wealth cannot give him in many lands an estate and home in this God-favored valley, which can be made into a little paradise, surrounded by grassy hills on which he can have fancy live stock to his heart's content and with wild forest and gorge, where he is lord of a realm of beauty, all easily accessible from the nearby city of San Francisco, only one hundred miles away.

For all of these and for a multitude of thrifty, careful people who can enjoy a good climate and live in a land of beauty, while earning a good living, Mendocino county is a land full of advantages, excelled by none and equaled by few. From all classes our country each year drafts many new residents and home-builders, fruit growers, orchardists, horticulturists and grape growers; men and women interested in dairying and lovers of live stock, cattle, sheep, horses and hogs, people who add to our population and wealth and make an already excellent home market even better.

There is no section of the country today in which is taking place so vast an development of every resource, so rapid an advance along all lines of industry, so tremendous an expansion of wealth and prosperity as in the State of California.

Especially is development noticeable in Northern California in the Mendocino country along the line of the Northwestern Pacific Railroad from the Sonoma county line near Echo via Cummiskey, Pieta, Fountain, Hopland, Largo, Ukiah and the famed Ukiah Valley, Arthur, Calpella, Laughlin, Ridgewood and into Willits, the distributing point for the Little Lake Valley country; thence toward the coast via the California Western and Navigation Company's line through Duffy, Gracy and the historical redwood country into Fort Bragg, the great lumber and shipping city of Mendocino county.

The Northwestern Pacific extends also some thirty odd miles beyond Willits on toward the Round Valley Indian Reservation and will eventually reach Eureka and connect there with important roads for Northern and Pacific Coast points.

Mendocino county is situated in the extreme western part of the State bordering on the Pacific ocean, [illegible]2 miles north of San Francisco. It contains 3780 square miles and [illegible]419,200 acres and is almost twice as large as the State of Delaware. It has 100 miles of coast line. It is in the valleys of Mendocino county that the agricultural feature of the county is demonstrated. Ukiah Valley, famous for its hops, resembles the Russian River Valley in which are located many of the great vineyards of Sonoma county. As one goes northward the valley narrows and its hills become more precipitous. Yorkville, Anderson, Potter and Little Lake Valleys are all regions of great fertility. The rainfall in Mendocino county is abundant—the average being about 36 inches per annum.

The principal agricultural industries of the county are wool growing, dairying, poultry and stock raising and the growing of hops, grain and other cereals, potatoes, apples and fruit of almost all descriptions. The wine industry is a very thriving one, and many new vineyards are coming into bearing.

Dairying is one of the leading interests, with several modern creameries in this county. There is a great demand for milk and butter, especially from the lumber mills and camps. There are opportunities in the county to import profitably high grade cattle and dairy stock. The pasturage is abundant, and on account of ample rainfall even precipitous hillsides are generously covered with forage.

Sheep shearing is done twice a year, and Mendocino wool brings a higher price than any other wool in the State. At the recent wool sale in Ukiah the price was 22 cents a pound. The cattle industry is also an important one and many fine herds thrive on the range.

Traversing the entire length of the county, with a width of from ten to thirty miles from the coast, is the world famed redwood belt, containing about 600,000 acres of virgin redwood timber, fir and tan oak. This belt of redwood is the county's greatest source of wealth, and places Mendocino county among the richest of the State. [illegible] along the coast has [illegible] output of from eight [illegible] feet of lumber, and [illegible] of thirty steam sailing [illegible] each month at the coast ports. In addition to this belt there are [illegible] acres of other wood land.

The valleys [illegible] of a rich vegetable mould or [illegible] rich sedimentary alluvial [illegible] from the overflow of rivers and streams, and are very productive. In both the valleys and the uplands wild clover and many other grasses [illegible] an abundance of [illegible] stock while alfalfa [illegible] are [illegible]cessfully grown in many localities, especially in the valleys and river bottoms.

The climate of the county is very healthful and mild, with no extremes. Along the coast it is cool at all seasons of the year, and tempered by the ocean breeze. Ice rarely forms, snow seldom falls and frost is only occasional. Just east of the first range of mountains from the coast is the warm belt, where the moisture is still sufficient to keep the temperature reduced, thus giving the finest weather to be found in the State. In the mountains and foothills snow occasionally falls, but it seldom remains on the ground more than a few days.

The principal fruits are apples, peaches, pears, grapes, cherries, almonds, apricots, walnuts, figs, olives and all kinds of berries. Generally speaking, the horticultural possibilities are as yet only partially developed, while thousands of acres are peculiarly adapted to raising fruits, many of which attain a high degree of perfection there. Within the past [illegible] years many acres of our cheaper lands have been set to vines, and results show that it is equal to the best Sonoma county vineyard land. The [illegible] being sure and the grapes of a quality that find a ready sale in the wineries. In fact, the largest winery company in Sonoma county [illegible] is offering to make ten year contracts for grapes at $15 per ton, with a proportionate increase if grapes should [illegible] in price.

The resources of the county are vast and varied and offer opportunities to the homeseeker and capitalist that are not surpassed by any other section in the Union.

It is estimated that there are [illegible],000,000 acres of land suitable for grazing purposes. In almost every clear stretch in the hill one sees a flock of sheep. The shipment of [illegible],000,000 pounds of wool from Mendocino is not unusual. The Angora goat thrives well, and many of the brushy ranges are being utilized to raise goats and at the same time clear the land, for this animal prefers to forage on the brush first and the grass afterward.

Hop growing is an important industry and Mendocino county hops are even shipped to English brewers. A large number of people are employed in the hop fields about Ukiah, Hopland and Round Valley and in the harvest season almost any able and willing person can secure work—1,500,000 pounds of hops having been shipped from the county in one season. Potatoes, too, are most profitably raised. One will see a cleared patch producing splendidly while all around is virgin forest. At the present time steep hillsides are being plowed for cereals in a number of regions of the county. Inasmuch as the cost of sowing and harvesting on steep land is greater than on level territory, the cultivation of the hillsides testifies to the fertility of the soil. The growth and subsequent decay of vegetation in Mendocino county has covered the ground with a surface stratum of [illegible] earth. Coal mining will some day be important. Middle [illegible] river cuts through a large quantity of lignite coal fourteen feet in [illegible] near [illegible]. Land in most of the valley can be bought on the average at from $30 to $45 per acre, but hop land and land suitable for raising alfalfa is more expensive. Land in the hill costs from $5 to $15 an acre. Generally speaking, it is safe to say that there is no Government land worth taking up in this county. Isolated tracts of 160 acres of range land may be found, but of a mountainous character, and the same will not carry enough stock to afford a living for a family.

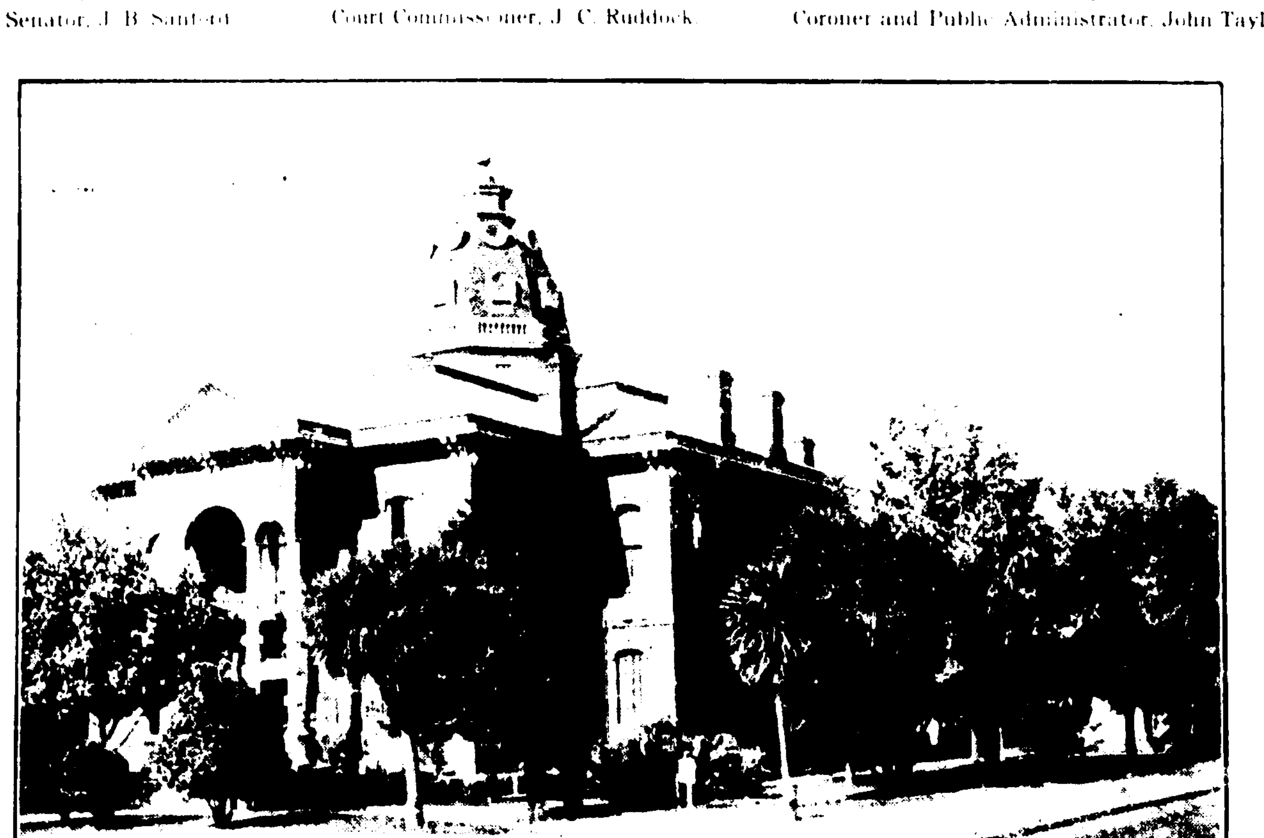
Crops of wheat, oats and barley are certain, over 1,000,000 bushels be-

Continued on Page 10, Bottom Column 6

MENDOCINO COUNTY: AREA: 3,500 MILES. POPULATION 35,000.

COUNTY SEAT: UKIAH. OFFICIALS:

Superior Judge, J. Q. White	County Clerk, Hale McCowen	Sheriff, R. R. Byrnes	Assessor, W. H. Gibson
Auditor, Mrs. J. J. Mathews	District Atty., Robt. Duncan	Recorder, E. E. Holbrook	Surveyor, D. G. Redwine
Tax Collector, W. S. Van Dyke	School Supt., L. W. Babcock	Treasurer, G. A. Johnson	Assemblyman T. J. Weldon
State Senator, J. B. Sanford	Court Commissioner, J. C. Ruddock	Coroner and Public Administrator, John Taylor	



MENDOCINO COUNTY COURT HOUSE

Seat of Government at Ukiah, Showing the Modern Building from the State Street Side. The County Officers Have Their Headquarters Here, With the Exception of the Sheriff and County Recorder, Who Have Separate Offices in Buildings on the School Street Side of the Court House Square. The Board of Supervisors Have Their Official Meeting Place in this Building, From Whence They Direct the Business Affairs of the County.

W. S. VAN DYKE, Tax Collector.

A Man of Affairs Who Believes in A Business Administration of County Affairs

Among the most important of the county offices is that of the Tax Collector. While an unthinking public may entertain an idea that all public officers enjoy a sinecure to a greater or less degree, all will readily agree that the work of this office requires a clear head, good judgment, conservatism and tact in the person of the official head. It was a wise act on the part of the voters of Mendocino county that placed the present incumbent in the position he fills.

W. S. Van Dyke has made an administration that in the language of a prominent man of affairs in Ukiah, has been "excellent." He has been a resident of this county for many years, coming to Ukiah some six years ago upon being elected by the Republican party to the office of County Tax Collector. Previous to that Mr. Van Dyke had been engaged in the livestock and sheep business for years in the Round Valley country, buying and selling cattle, hogs, sheep, etc., making his home at Covelo, where he was numbered among the leading and successful stock men of his section. He is still an authority on livestock and is interested in this business.

In politics, Mr. Van Dyke is a Republican in all that the name implies, and his first four years in office was so able and representative, that in 1910 he was re-elected County Tax Collector without opposition, which office he continues to fill in that quiet, dignified manner that makes and begets friends because of his honesty and sincerity.

He is very prominent in the Masonic order, being an active member of the Ukiah lodge; he owns a handsome and comfortable home in this city and is a booster who takes pride in aiding representative movements that stand for the betterment of Mendocino county.

Towns In This County

Prosperous and Growing Communities of This Great Section in Northern Mendocino County.

Within the memory of men not yet old, one could have traveled the entire length of Mendocino county from the Sonoma county line to the coast, and along the whole distance he would have seen hardly a human habitation, and very few settlements. Along this route there were a few stage stations, around which scattered a saloon, a blacksmith shop, a small general store, in which the postoffice was kept, and sometimes a few tumble-down houses. Through the country there were vast tracts of timber and many beautiful valleys, in the timber some temporary shacks used by the owners with never a flower, while in the valleys were scattered homesteaders waiting for the future doing very little in a country rich in opportunities.

It was not a pleasant journey in those days, nor was the prospect an attractive one. Today, not one generation later, the whole country is a great cultivated field. Railroads divide it and from their car windows we see orchard after orchard, field after field and everywhere is seen every evidence of thrift and prosperity, and even wealth.

Where we used to see great tracts of timber, dry stubble or barren waste, there are now evergreen alfalfa fields, supporting herds of fat cattle, while everywhere are neat and comfortable houses, evidence of happy homes, and along the whole extent is heard the sound of hammer and saw, and new houses are in course of erection.

Stage Stations Grown to Cities.

The old stage stations have grown into prosperous towns and busy cities, and over the whole country one can now travel but a few miles without coming to a prosperous settlement, town or city.

Nor do these have the appearance of being finished, but they are still growing. They are still in the full vigor of youth and developing with all the strength of manhood.

It is this that impresses the stranger who travels through our country for the first time. Here on all sides we see the evidence of life, vigor, prosperity and a healthful growth. And back of all of this, is the most fertile sections on earth, forests of the finest timber of boundless extent, and above all, the very life of the country, numerous mountain streams pouring their life-giving fluid perennially into the lower valley, where its application to the fertile land assures bounteous crops of fruit, alfalfa, grain and vegetables.

It is no wonder, then, with all this to back them, that our towns are rapidly growing and that they are prosperous beyond all other parts of our great country.

L. W. BABCOCK

County Superintendent of Schools Has Wide Reputation as an Eductaor and Is Meeting With Success in His Work.

Mr. L. W. Babcock, county superintendent of public instruction, is one of the best known educators of Northern California, and has been engaged in school work in this county for the past thirty years.

Professor Babcock is a native of New York; was born in Tomkins county, just about fifty-six years ago. His childhood days were spent in Pennsylvania. In that state he attended the Normal school at Mansfield, and later taught in that state.

Mr. Babcock came to California about thirty-one years ago, locating at Little River, at that time a prominent lumber town of Mendocino county. For three years he taught school at that place, when he came to Ukiah and engaged in school work in this city, and for the past twenty-eight years has continued in educational work here.

In 1885 Mr. Babcock was elected principal of the grammar schools of this city. Eight years later, when the new high school was established here, he was made principal. For thirteen years he retained this position, when he was elected County Superintendent of Schools for Mendocino county in 1906, and after serving a term of four years, was re-elected in 1910 for another term of four years.

Mr. Babcock is exceedingly popular with the teachers of the county and the patrons of the schools. He is known personally to the people of every community in Mendocino county and is regarded as a gentleman of high Christian character, and as an educator of ability and fine executive power. He has given all his life practically to educational work, and has spent much time and effort and taken particular pride in developing and advancing the best interests of the school system of Mendocino county to the admittedly high standard enjoyed in the educational world of the Pacific Coast.

RANCHO DE LA CIMA

One of the Most Notable and Piturescque Mountain Fruit Ranches of Mendocino County—The Home of the Famous "Paul" Cherry and Other Highly Flavored Fruits.

One of the most interesting and notable mountain fruit ranches and country home places in Northern California, is that of Rancho De La Cima, owned by C. B. Gould of Oakland, and W. T. Gould of Los Angeles, well known capitalists and men of affairs who believe in mountain-grown fruit because of its magnificent keeping quality and flavor. The ranch is under the direct personal management of E. W. Gould, a coming fruit grower and horticulturist who devotes his entire time and attention to the details of this noted place.

A history of Rancho De La Cima is of special interest in an edition of this kind, devoted to the growth, development and early-day incidents of Mendocino county, the property having been established as a fine fruit ranch some forty years ago by I. L. Thompson, a pioneer fruit grower whose first motto was "quality." He produced the finest cherries known to the California fruit trade and it is from these same trees that the present famed "Paul" cherries are grafted and produced, this fruit maintaining the established prestige and adding to the fame of the rancho under the management of Mr. Gould.

Rancho De La Cima consists of a beautifully located picturesque tract of some 800 acres of land. It lies about seven miles from Ukiah at the top of a mountain on slopes and little plateaus, and at an elevation of about 2,000 feet.

From the model rancho home of Manager Gould one has a most magnificent view of the Ukiah Valley below, with the grand old Snow Mountain covered with whiteness in the background, and Sand Heidren Mountain towering as a sentinel some sixty-five miles away. The elevation of the ranch house is 1,750 feet and the highest point of the rancho is at an elevation of 2,200 feet, presenting one of the most commanding views of the entire country surrounding imaginable.

This site was established as a mountain fruit ranch many years ago by the late I. L. Thompson. Its elevation insures flavor and keeping qualities in the fruits, and eighteen large springs on the property supplement the rainfall, and the products have been handled with unusual care. No poor or imperfect fruit was ever marketed by any of the owners, in consequence, the good housewives of Ukiah have for years passed less carefully handled fruit by, in order to pay a higher price for the products of this notable rancho.

Year after year the various owners have improved this picturesque rancho and new improvements in buildings added. Some years ago the property was purchased by E. V. D. Paul, who kept it for a few years, when it passed into the hands and ownership of the grand old rancho, and they of the Goulds some three years ago, who immediately started to re-establish the original fame and prestige again converted the property into one of the most attractive and beautiful mountain home and fruit ranches in all Northern California, adding to its realty and development values along progressive lines.

The general management of Rancho De La Cima is in the hands of Mr. E. W. Gould, a young horticulturist and fruit grower who devotes his entire time and attention to the place. This able young man's experience in commercial and fruit circles has taught him how to best reach the gilt edge trade of the cities with the "Mountain Grown Fruit" of Rancho De La Cima, and such trade is now taking the best fruits that this model ranch affords.

Perhaps the most notable fruit of this rancho is the famed "Paul" black cherries; the largest black cherry ever produced. In flavor it excels any other black cherry. It is the only black cherry that cans well. It ripens after all other cherries, so meets no opposition. This cherry has shown most remarkable shipping qualities, having been repeatedly found in perfect condition after shipment of twenty-six days in closed box. These cherries come in about the last of July and average about one inch in diameter, have tough skin which adds to their shipping qualities, while the seeds are very small, the fruit has a very rich and spicy flavor.

It has been impossible for the rancho owners to keep up with the numerous orders for this cherry, which is never sold for less than 25 cents per pound packed, and has brought as high as 45 and 50 cents per pound in the Eastern auction markets.

The "Paul" cherries have been shipped to all parts of the country, require no irrigation and are perfect in every way as a money producer.

No irrigation is required on this rancho for any fruit, all of which grows very large and luscious, the trouble is in getting more small fruit for marketable purposes.

On the place there are seven acres of old cherry trees some twenty years old, all of which are being grafted to the "Paul" cherries. There are eighteen acres of new "Paul" cherry yearling trees, which look most promising, many of which weigh one pound each. Then there is a general family orchard with various trees, plums, apples, pears, apricots and other fruits; two acres to berries, producing strawberries, raspberries, currants, blackberries, gooseberries, etc.

The entire property is highly improved, beginning with a good mountain road winding picturesquely around the foothills on and up to the top of the slope, affording magnificent scenic views at each turn and angle.

Reaching the home ranch at the top, one finds a modern and commodious ranch home equipped with every convenience, such as hot and cold water piped to the house and into the bathroom, a fine shower bath which is ideal on hot days of summer; splendidly arranged cooling vault or natural refrigerator, cooled by running water at a temperature of forty-five, which passes through the house in its natural state, keeping perishable products delightfully fresh.

Surrounding are numerous buildings for all purposes, a big summer kitchen, commodious barn and packing house conveniently located for the sorting and handling of fruits, and a large hog corral in which is a big herd of Poland-China registered hogs. An added improvement is the big blacksmith and machine shop, equipped with all up-to-date appliances for the repair of farm implements and tools, vehicles, etc.

Some forty acres of plateau land has recently been cleared and is now set to grain, which will provide an abundance of feed for the livestock, poultry, etc.

The buildings are all practically new and represent an outlay of about $10,000, including the improvements. There are 7,500 feet of water pipe and the 18 springs on the place are all piped and in use. Pipes connect the house, barn, dairy house, summer kitchen, etc.

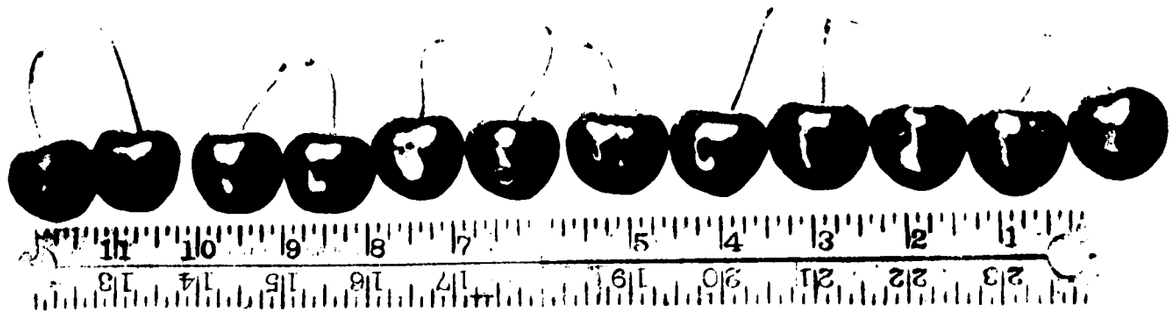
On the place is some $3,000 worth of improved farm and fruit machinery, agricultural implements, etc., which add to the convenience and facilities of the ranch.

On the property are six miles of new standard fences, two miles of this surrounding the fruit orchards, being deer and rabbit proof, seven and one-half feet high.

The rancho is delightfully located for hunting, the hills around abounding in deer, quail, tree squirrel and other game, and as an all the year round winter and summer home and mountain fruit ranch offering every advantage and convenience, Rancho De La Cima is truly one of the most notable and historical places in Mendocino county. A rancho presenting many advantages and offering a magnificent future to its owners as development along horticultural lines results in the production of more and better mountain-grown fruit for shipment to the distributing markets of the world.

It is such well kept and handled ranchos that is making development history for the ever picturesque and beautiful Mendocino county country—the ideal home section of Northern California.

The apple orchard on Rancho De La Cima is almost as famous for its productions as its neighbor—the cherry trees. There are twenty-five acres of fine Spitzenberg and Newtown Pippin trees, about three-fourths of which were set out in 1912 and the remainder this year. Three acres set to peaches, the trees being eight years old and productive of richly flavored fruit.



THE FAMOUS PAUL CHERRY, Originated and Grown On This Ranch.

GOWAN BROTHERS' GARAGE

Establish Modern Garage in Sandelin Building on North State Street.

The standardization of the automobile, its utility along purely business lines, and its reduction to a price that places it within the reach of persons of ordinary means, have made it a vehicle of practical utility, and this business is claiming the attention of many of the enterprising men throughout the country.

Gowan Brothers' new garage, located in the Sandelin building on North State Street, is one of the most modern in the Ukiah Valley, equipped with everything up to date for the best class of repair work and care of automobiles, and operated under the personal direction of Ernest and Frank Gowan, men thoroughly posted in all departments of automobile repair work. New and modern machinery has been installed and no trouble job is too difficult for these men to give prompt and efficient attention.

The big brick garage is as near fire proof for a building to be and was especially built for the purpose. A large office and rest room with a supply and accessory department is installed at the front of the building for the convenience of patrons, while the mechanical and repair department is in the rear, leaving the entire middle of the building ready for garage purposes for cars, thus offering special conveniences and facilities for patrons of the establishment.

Ernest Gowan is a well-known auto owner of this city who is thoroughly familiar with the various makes of cars and was for some time a member of the firm of Kellen & Gowan; he has had much practical garage experience and is well qualified to look after his interests in this house.

Frank Gowan has also had extensive experience in the auto repair lines and is a first-class trouble finder. He will look after the mechanical department and this insures the best of attention to all business.

The Gowan Brothers are men of business ideas who believe in the future of their home city, and as owners of this big garage promise to become leaders in the auto trade of this section.

Automobile owners, tourists traveling through the country in their own cars, and visitors generally are invited to make Gowan Brothers Garage their Ukiah headquarters when in this section. Every courtesy and convenience will be extended, supplies will be furnished at city prices and your machine given the best of care while in this garage.

It shows the progressive spirit of Ukiah when such big new buildings are turned over to representative young business men, and it is only a question of a reasonably short length of time when the majority of the more successful and enterprising ranch owners of this section are driving their own cars to and from the farm, and enjoying the delights of pleasure tours in their own motor vehicles accompanied by their families.

Gowan Brothers have a bright future in the auto trade of this rapidly growing section of Mendocino county.

River Scene, Mendocino County

REPRESENTATIVE OFFICIAL

Sterling Worth of County Auditor Mrs. J. J. Mathews Appreciated by People of Mendocino.

The splendid record made as Auditor of Mendocino county by Mrs. J. J. Mathews during the past eight months has won much favorable comment from the people, this estimable woman being the first lady to hold office in this county. As a testimonial of their appreciation, the three outgoing members of the Board of Supervisors, offered the following testimonial at the board meeting early in January which was spread on the minutes and made a part of the official proceedings:

We make particular mention of the County Auditor, Mrs. J. J. Mathews, the first lady to hold office in the county, and for whose appointment we admit a share of responsibility. Our work has caused us to come in close contact with the business of her office and we have found her at all times thoroughly competent, energetic and absolutely faithful to her trust. We request this testimonial be entered in the minutes of the board.

(Signed)

D. H. LAWSON,
C. P. SMITH,
D. BRANDON.

The token was heartily concurred in by A. J. Fairbanks and Frank Reynolds of the old board, and this beautiful tribute to a good woman's ability now appears as a matter of official record, an act that will be numbered among the historical events of the state as time passes by.

Mrs. Mathews has proven a most capable official and has won the esteem and respect of all who have had business relations with the office she holds with such honorable distinction.

Appointed to the office of County Auditor some eight months ago upon the death of her husband who had held the office for six years, to fill the unexpired term, Mrs. Mathews has proven faithful and loyal to her trust. Not only has she maintained the splendid prestige of her late husband but has added to the efficiency of the work in a representative manner.

Mrs. Mathews has demonstrated that the educated woman of the present is thoroughly able to cope with affairs of business and to perform the duties of office in that quiet, untiring manner that wins approval.

It is such able women who become identified with the growth, development and expansion of this wonderful State, California, by taking an interest in politics and looking after their own welfare, who are destined to become important factors in the history of the future.

The Republican Press is glad of an opportunity in this promotion and development number to tell of the achievements and success of Mrs. Mathews and it is our wish that she have a bright and continuous future, filling the position of County Auditor just as long as she cares to maintain it in such a representative manner and with such thorough efficiency.

Beautiful Potter Valley

Growth, Development and Action of This Section Presents Inviting Propositions to Home Seekers and Investors.

Potter Valley lies along Russian River, thirteen to twenty miles above Ukiah, at the western base of the Coast Range, and south of the main divide which separates the waters of Russian and Eel Rivers. Its length is seven miles, with an average width of intervale land two miles wide. The valley is flanked on either side with grassy and wooded hills, and a vast range country lies to the north and northeast.

The elevation of the valley is about 1000 feet above sea level, while the climate and healthful conditions are splendid. The proximity of the valley to the coast gives pleasant sea breezes in the afternoons in summer, and the country is remarkably free from violent winds of some other sections.

The soil of Potter Valley is generally of a deep rich clay loam, adapted to a variety of crops and fruits, wheat and other small grain, hops, vegetables, alfalfa, etc., the choicest of fruits, apples, pears, grapes and other products being raised here without irrigation.

Yet now that irrigation advantages and facilities are becoming available, considerable acreage is being seeded to alfalfa and some vegetable gardens are being irrigated by pumping plants and systems.

Water is abundant, springs are frequent and wells generally are not more than 25 feet deep. By boring to a depth of 40 feet water rises in strong force nearly to the surface, and in a few cases flows during the winter.

Potter Valley is off any main line of travel and settlers stay there because they have not been disturbed to any great extent by the usual rush of homeseekers, colonists and investors seeking favored spots.

During the early days the principal productions of the valley were grain, cattle, sheep and hogs. In recent years, however, the demand for hay and grain has been considerable. These are staple crops and the output is increasing. A ready market is found in Ukiah for all fruits, grains, vegetables, hops, alfalfa, dairy products, etc., top market prices being paid, the prices being equal, if not better than those of San Francisco.

One of the great features of this valley presenting attractions to home builders is the fact that there are no saloons nor have there been for nearly twenty years, a record of which the people are proud. Saloons never flourished or prospered in this section, the entire valley is incorporated as Potter Valley as a town of the sixth class which gives local control of roads and no saloons, to the people.

There are three first class public schools in Potter Valley, each presided over by competent teachers who give the pupils every opportunity to secure liberal education.

The Snow Mountain Water & Power Co. has plans under way for an immense irrigation and electrical power system, already partly completed, and the company is spending thousands of dollars in improvements, building dams, power sites, etc. Has diverted the waters of Eel River and now brings this water through a tunnel through the mountain to a big power house in Potter Valley. This water enters the Russian river and flows centrally through the valley, furnishing a ready means of abundant irrigation, and the company will soon be ready to provide power for operation of electric system plants, which should make irrigation easy.

The old pioneer town of Centerville is the principal trading headquarters for the land owners of the valley; here one finds the postoffice, general merchandise stores, blacksmith and machine shops, garage, hotel, hardware store, druggist, livery stable, a good public school, churches, and other accommodations, the town now being under the incorporation proposition, generally known as Potter Valley. Centerville is about 18 miles distant from Ukiah and nine miles from the Lake county and Ukiah road.

Potter Valley is a rich and attractive section of Mendocino county, populated by an energetic and intelligent class of farmers, land owners and ranchers who are awakening to the fact that publicity pays because it will bring more people into their richly favored farm and home community. The valley offers great inducements to men with a few thousand dollars to invest, either in a farm, dairy herd, creamery, cannery or other enterprise, and the opportunity is now. Lands can be purchased at from \$75 to \$150 per acre. Range land is offered at from \$5 per acre and up.

These conditions present an inviting future, making Potter Valley well worthy of investigation by a thinking people who seek homes in Mendocino county the banner section of Northern California.

COUNTY TREASURER JOHNSON

An Able and Polished Official Representing the People of Mendocino County in a Responsible Capacity.

Even in the game of politics, peculiar fitness, trustworthiness of character and honor are transcendent and count for much, and these are the qualities we attribute to Hon. George A. Johnson, County Treasurer of Mendocino, a man with an honorable record whose ability has been tested and proven.

Mr. Johnson is a Republican in politics and a man of affairs in business life; is a loyal member of his party who believes in doing his duty at all times in a business-like and courteous manner. For many years he was a resident of and City Treasurer of Fort Bragg, one of the most interesting and progressive towns of this fast developing section of Northern California. In this position he demonstrated his fitness to handle finances, and made many warm business and personal friends. He was always loyal to the interest of his home town, and some six years ago when offered the nomination for County Treasurer of Mendocino County, he accepted because he felt able to fill the duties of this responsible office with proper efficiency. He was elected by a pleasing vote, and for four years proved his worth.

In 1910 Mr. Johnson was re-elected County Treasurer, having no opposition, and today he is one of the esteemed and honored officials of this rich and productive county of opportunities.

Besides being a successful man in political life, Mr. Johnson is a booster who has faith in the future growth, development and prosperity of his home county, Mendocino, and is ever ready and willing to lend his personal and financial aid towards promoting meritorious interests that have for their object the good of Mendocino county.

Mr. Johnson owns a comfortable home place in this city; is a member of the Odd Fellows' fraternity, and enjoys the friendship of all who come in contact with his office, where he extends cordial greetings to all callers. He is a man it is a pleasure to know and call friend.

POTTER FOR FINE FRUITS

Walter S. Shoemaker Believes in Potter Valley as the Great Fruit Country of Mendocino County.

One of the most attractive home ranches in the Potter Valley country is the magnificent twenty-five acre fruit ranch owned and operated under the personal direction of Walter S. Shoemaker, a close student of soil and a horticulturist who understands the various departments of fruit life.

Mr. Shoemaker is one of the leading ranchers of the Pomo community. On his place he has seven hundred magnificent Bartlett pear trees, three hundred of which are about ten years old and in bearing, the remainder being one and two year old trees. From these trees he secures about seven and one-half tons of pears of fine quality to the acre. They began bearing when three years old and have proved profitable each year since. The pears net over \$200 to the acre annually, and he is constantly improving his orchard by taking out old or defective trees and putting in new ones.

The Shoemaker orchard is conceded to be one of the finest pear ranches in Northern California, and each year the property becomes more noteworthy and productive as added features increase the crop production and value of the ranch.

Mr. Shoemaker has an orchard with apricots, pears, peaches, plums and other fruits, that produce abundantly for family uses. Three acres of the ranch is in alfalfa and the annual crops furnish abundant hay and feed for the livestock, poultry, etc.

Corn is also a specialty on this ranch, Mr. Shoemaker producing as high as ninety bushels to the acre without water for irrigation, a record that is surprising, but which shows the adaptability of the soil when properly tilled. Three acres in grain hay show returns of ten tons, all of which adds to Mr. Shoemaker's prestige as a rancher.

The ranch is highly improved with a new and modern dwelling, has many modern conveniences and advantages, such as water piped throughout the house, to the barns, etc., affording all the comforts of home to the owner and his estimable wife.

Walter S. Shoemaker is a native of Kansas, where he was born some forty-six years ago. During his early days he was successfully engaged in mercantile and farming life and came to California after visiting and looking at some fifteen other states, locating in Potter Valley twenty-one years ago, selecting this section because of the magnificent climate and healthful conditions, and has since become one of the most progressive and successful farmers and ranchers of Mendocino county.

Mr. Shoemaker unhesitatingly invites farmers, ranchers, fruit growers, dairymen and others seeking desirable home locations in California to come to the Potter Valley the richest and best section of all California.

STOCK PAYS BIG MONEY

The first industry in Mendocino county was lumber, but hardly had Harry Muggs built his mill at Mendocino City, when hardy cattle men began to push their herds into the rich valleys of the interior. Development of the lands has followed the course of all stock countries. First the pioneers pushing into no man's land, settling where they found the richest pastures and fighting for what they held against all new comers. In those days the mountains were common to all herds of horses, and cattle roamed for a day's journey, being only reclaimed at the annual rodeo. Horses were almost too cheap to be worth stealing, yet the horse or cattle thief plied his trade; fierce disputes arose over land ownership, and when the land was surveyed a steady influx of settlers pushed the cattle into the mountains to renew the same contest. Then came the days when the squatter with nerve and a rifle held his claim by right of occupancy, and thousands of acres around it by right of force; the day when murders were frequent and Mendocino County got a bloody name.

Another era came when all of the valleys were patented and the best hill lands surveyed; when the lords of the hills could no longer hold their wide domains by force, and homesteaders poured into the mountains and seized every little valley, especially every fine grassy area of their former domains, the older claimants holding on by every possible means.

A hundred romances could be written of those wild border times, when Ukiah and Willits were cowboy towns and wide open, or of the fierce wild feuds that were settled with human lives.

Wherever one travels in the stock country today, he will find old cabins, abandoned homes, or the remains of stone or brick chimneys, which mark the homes of the squatters or homesteaders of those days. There were far more people in the mountains then than now. This does not argue decadence in the business, but simply that in stock raising, the small owner is at a disadvantage. First, in fencing it costs far more proportionately to fence a hundred and sixty acres than a thousand, and besides, the small owner was compelled to follow survey lines, while his larger neighbor used natural boundaries. Second, the care of the few cattle he could keep took the time that would have sufficed for many. And third, in the condition of affairs, he could add little to his living by fruit growing or farming. So it has been the tendency for years for the small stockman to sell to his richer neighbor and go to the valleys, where his time and capital would be better employed, and as a rule that tendency still rules.

The coming of wealthy non-residents and the increased value of game preserves, point in the same direction, and also to a better class of stock raising.

Stock men are learning that if the ranges are subdivided by good fencing, that portions can be rested each year, that the best grasses can seed themselves, and also that the best grass can be saved for the breeding ewes and young lambs. That the development of a new breed of sheep fitted both for our mountains and for the market, better range cattle, and a closer guard against coyotes or other predatory animals, all point to the most profitable change in our stock raising, and it is fast coming about.

Our mountains will always be given up to grazing, their peculiar fitness will make that feature greatly more important.

Fruit growers will occupy many choice nooks, but only when conditions entirely change will our ranges be broken up into small holdings again.

A Glorious Panorama View of the Celebrated Potter Valley. This is one of the Interesting Farming, Fruit, Alfalfa and Dairy Sections of Mendocino County. A Valley Where Opportunity Beckons.

PIONEER REALTY OPERATORS

Interesting Sketch Concerning the Smith & Donohoe Realty Co., Well Known Land Operators and Prominent in City and County Politics.

Smith & Donohoe Realty Co. is the pioneer real estate, land and development company of Ukiah, as well as one of the most successful and notable because of extent of its operations.

The existing partnership was established many years ago by H. B. Smith and R. E. Donohoe, men of affairs who have always been prominent in this section of Northern California. In fact, it might be said that the names of Smith & Donohoe are synonymous with the names of Ukiah and development, and it is a pleasure to know and have business or personal relations with such men as comprise this successful firm of realty and land operators.

Smith & Donohoe Realty Co. maintain commodious and modernly equipped and furnished offices at No. 117 Perkins street, just across the street from the county court house at Ukiah. They do a general real estate and land business, paying particular attention to conveying and conveyancing, act as Notary Public, write insurance, and have a large and carefully selected list of land and investment offerings which invite the attention of buyers interested in this section.

Because of years of extensive personal knowledge of lands, locations and tracts in this section, Smith & Donohoe are in a position to know values as few men ever get to know them; they know the people of the county, know how much land each one owns, what the land will produce and what the property should be worth as an investment, and it is this intimate knowledge that eminently fits them to become practical advisers to persons who want to buy property and establish homes in this rich section of Northern California.

Smith & Donohoe are prepared to furnish information to prospective investors, homeseekers, colonists, capitalists, fruit growers, dairymen, ranchers, and others who seek openings and investments in Mendocino county, and you are cordially invited to make their Ukiah offices your headquarters while looking over this section of the state. Information will be cheerfully and cordially given whether you become a buyer or not. For Mr. Smith and Mr. Donohoe are practical boosters who have faith in the substantial growth and development of their own home country, the richest and most productive section of this part of the Golden State.

H. B. Smith is not only a prominent land and development operator, but is one who takes an active interest in the growth and looks of his home city. As a city trustee of Ukiah he has given particular attention to the conditions of our streets, and the handsome paved thoroughfares show the results of this able man's good and effective work. Collaborating with his associates, streets have been built for the future. Other municipal improvement of substantial character have been fostered and encouraged by Mr. Smith, who is perhaps one of the most representative boosters of Ukiah, a man who believes in doing things and doing them well.

R. E. Donohoe is a man who is beloved and respected by the people of Mendocino county, many of whom are his personal friends, he being perhaps the best known man in the entire county.

For many years Mr. Donohoe was County Surveyor, resigning to become Sheriff after being elected to office by the strong vote of the people. As surveyor, Mr. Donohoe was in position to become thoroughly familiar with and in touch with every section of the county, and it is this knowledge now put to practical use in the realty and land deals of his firm that is so valuable to patrons of Smith & Donohoe.

H. B. Smith and R. E. Donohoe are among Ukiah's most prominent and valued citizens. They enjoy the confidence and respect of all who know them, and are both active workers for the progressive growth of

Continued on Page 10, Column 6

City of Fort Bragg, Coast's Live Town

Great Lumber and Shipping Point of Rich Coast Country—A Center of Development Where Opportunity Presents Inviting Attractions—Population Shows Big Annual Gains.

The city of Fort Bragg is situated on the Pacific ocean, in Mendocino county, about 120 miles north of San Francisco. It is a city of about 3,500 population, and, according to the United States census of 1910, is the largest town in Mendocino county.

Fort Bragg is beautifully and picturesquely located, directly on the ocean shore, in the strip of comparatively level land lying between the ocean and the rolling hills to the east. A view of the city from these hills presents a charming picture indeed.

Stretching away to the north and south of the city is a bit of the narrow strip of land that skirts the coast line of Mendocino county from north to south. As the mountains of the Coast Range and its numerous short streams drop almost abruptly down to the ocean, running south from Fort Bragg down this strip is the coast highway, that lends a touch of picturesqueness and charm to Fort Bragg and to the western section of the county.

Skirting Fort Bragg to the east, northeast and southeast are the low lying hills that lead up to the high ranges of the Coast Range mountains and the big redwood forests that cover them. Scattered through these hills are the homes and farms cleared away and occupied by ranchers and settlers who have followed in the trail of the big redwood lumber industry that overshadows the town. Enwrapping it all and throwing over the town its usual glamour and picturesque beauty is the sunshine of California, its blue skies, its ocean mists, and withal that indescribable something that so endears the State to its people and makes it the treasured goal of many millions beyond its border. Fort Bragg is indeed fortunate in having all these elements of beauty and attractiveness of the great State of California—its valleys, its mountains, the old ocean along its borders and every element of sunshine and shadowy mists that add a distinction and variety to the State.

The Great Mills.

Between the harbor and the main street, down near the ocean shore, are located the big mills of the Union Lumber Company, which are in reality the life blood of the town. These mills are really the epitome of the lumber industry in this section of the State.

The Company is the dominating feature of the redwood lumber industry of Mendocino county, and with its allied companies in the redwood lumber business is one of the largest factors in the redwood lumber market of the world.

In the conduct of its business in redwood lumber, tanbark and railroad ties, through its own plant at Fort Bragg and through its allied companies along the coast, the Company sends its products out from five shipping points on the Mendocino county coast, namely, from the harbor at Fort Bragg, from Noyo, from Cleone, Newport and Mendocino. From Fort Bragg and Noyo go the products of its own mills and those of the Glen Blair Redwood Company, the Alpine Lumber Company and the Irvine & Muir Lumber Company, whose output it handles, and from Cleone and Newport go principally the railroad ties made in this section of the county. From Mendocino goes the output of the Mendocino Lumber Company, in which the Union Lumber Company is one of the largest individual owners.

During the busy summer season the Union Lumber Company employs about 1,000 men in its different mills and camps. This large body of men can, and indeed does, turn out an enormous output of lumber every year, which, without doubt, makes the company employing them the biggest single enterprise within the boundaries of Mendocino county.

Important Harbor.

Down on Fort Bragg's water front is where the big volume of business of the town, is done, for out of its port sail the big lumber vessels that carry cargoes of redwood lumber from the big forests to the east, out over the seas to the uttermost ends of the earth. It is down at the harbor of the town that you must go to catch the real spirit of the town. There also you must go to catch the greatness and the real meaning of the town's existence. It is really an inspiring sight to see the big vessels of lumber swinging out to sea, when you think of their carrying their cargoes of fine redwood lumber out of a belt of timber the like of which grows nowhere else in the world.

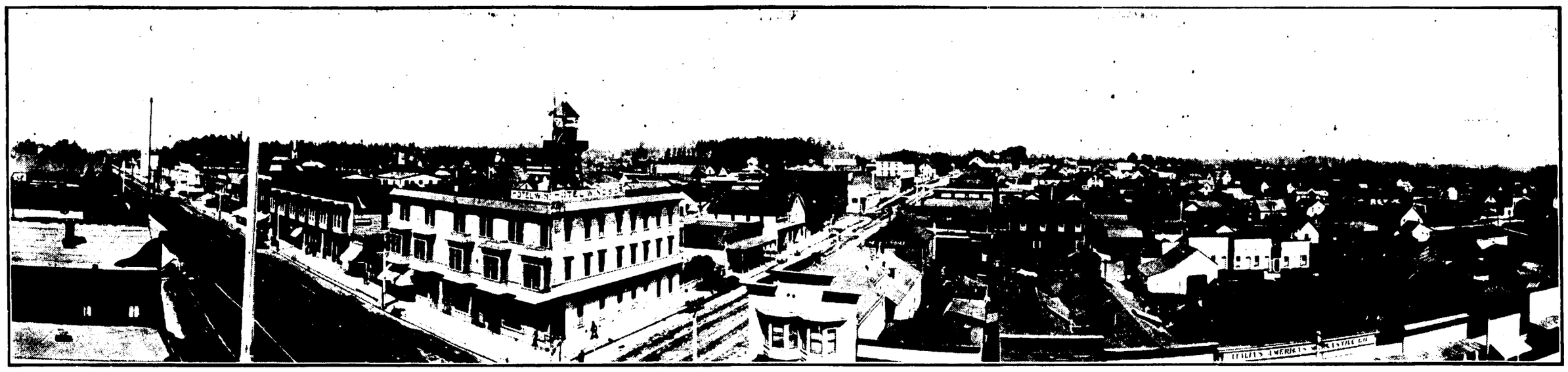
Its Business Activity.

In the midst of this splendid setting so generously provided for by nature is the hustling business activity of the city. There is about the place an air of enterprise and bustle not usually found outside of towns several times the size of Fort Bragg.

Through the town from north to south, parallel with the shore line of the ocean, runs the main street, a big street that lends an air of business and city activity. On either side are the business houses, that in external appearance, in the stocks of goods carried and in the enterprise of the merchants who run them, would compare favorably with cities of 10,000 or more population.

Educational Advantages.

Fort Bragg has many desirable features from the home standpoint of its people. First of all, it has a splendid system of schools, well planned, well managed, well housed, and a credit to the town in their way. It has a splendid union high school, with an approved course of study, an excellent corps of high grade teachers, which affords the young people of the town, situated as they are out in the edge of the county and away from the big centers of California, an opportunity to round out their public school education to just as good advantage as if they lived in San Francisco. There are churches, and lodges representing the leading fraternal orders, good streets lined with beautiful homes which are surrounded with the usual profusion of California flowers and shrubs—in fact, there is everything about and in Fort Bragg that makes it a most inviting place for the homes of prosperous, well-to-do American citizens.



STREET SCENE AND PANORAMA SKETCH OF FORT BRAGG.

The Great Lumber and Shipping Point of Mendocino County—A City With a Great Future Which is Rapidly Increasing in Wealth, Prosperity and General Activity—A Place Where New Comers Are Welcomed and Investment Opportunities Inviting.

POINT ARENA

By William Hanen, of Point Arena Record.

Point Arena, nestled beneath the sloping hills one mile from the Pacific Ocean, is one of the most favored towns on the Mendocino Coast. It is 110 miles north of San Francisco and fifteen miles from the southern boundary of Mendocino County. Twenty or more years ago it was a thriving lumbering town. The giant redwoods extended from the edge of the town inland, and a large sawmill a short distance east and a large number of tie camps close by constituted the principal industry, but today, instead of the forest there are thousands of acres of cleared land, and dairying has taken the place of the lumber industry, although the tie business is yet an important contributor to the well being of the community.

Point Arena is the shipping point of a rich section, and has been considered an excellent all-the-year-round town.

Many years ago Sir Thomas Drake was sailing along the coast, when his attention was arrested by the white cliffs, which so much resembled those of his beloved England, that he called the country New Albion. These cliffs still stand, and upon one of them Uncle Sam has erected a lighthouse, which is one of the objects of principal interest to those who come to Point Arena by land or sea. The revolving light is one of the best in the country, and is operated at very little expense. From the lofty tower a magnificent view is had of the surrounding country. On the east stretches the great timber belt of Point Arena township. To the northward can be seen the well tilled farms of Manchester and Bridgeport. To the southward are seen comfortable homes nestled on the hillsides in the openings of the timber surrounded by green fields. Away to the west stretches the restless Pacific, the monotonous gray broken here and there by a white sail or a line of smoke.

As the timber is cut away the industrious farmers take the land. Already thousands of acres have been cleared, supporting thousands of head of stock—principally cattle.

The soil in and around Point Arena is rich and deep. From seven acres were recently harvested 3500 sacks of as fine potatoes as one could wish for, some of them weighing seven pounds each.

The climate is ideal, being of an unusual even temperature; not hot in summer, nor cold in winter. Crops have never been a failure, the average rainfall being about 35 inches.

For many years the people of the coast even depended upon the fruit raisers of the interior, but it has been discovered that Point Arena and vicinity is really and truly the home of the apple. This was shown at the Watsonville Apple Fair, held at Watsonville in 1910, when apples raised on Main Street, Point Arena, were awarded FIRST PRIZE for a plate exhibit.

While the people are awakening to the possibilities of this section, its true value for fruit raising is not yet fully realized. Nature has done much for Point Arena, and it only remains for man to take hold and develop the resources at his very doors.

The codling moth and other orchard pests are not known here, and the few small orchards now bearing, prove the excellence of fruit in flavor, size and color.

For years, we have had periodic announcements of the development of the oil resources. Experts say there is an abundance of coal oil deposits here, but no really systematic, well managed effort has been made to discover it. On several of the ranches around, asphaltum is found in great quantities. Thus far the asphaltum has been used only to supply the local demand. It is of an excellent quality, and the amount is sufficient to warrant its being worked on a large scale.

Point Arena is an incorporated city, and has the distinction of having the lowest tax rate of any municipality in California. There is a commercial bank, four large stores and a couple of smaller ones; splendid hotels, and all the necessary business branches to meet the requirements of a progressive people.

There are three churches—Presbyterian, Methodist and Catholic, which afford an opportunity for the spread of religion.

Our schools are the pride of the community. With the splendid equipped high school and grammar school, the advantages of a good education are afforded without stint. The best teachers obtainable are engaged, and the best and most modern equipment is freely provided.

The Point Arena Record disseminates the weekly doings and is equipped with an up-to-date job department for turning out and printing material of all kinds.

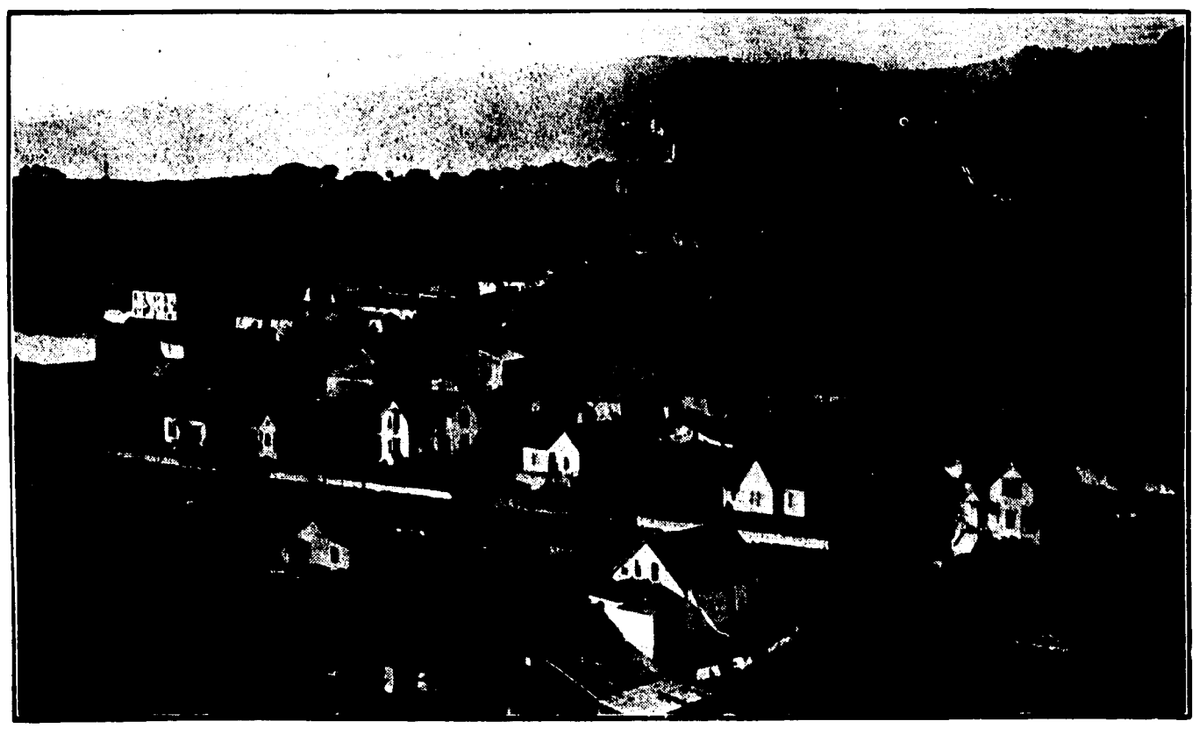
At the Point Arena harbor the government maintains an eight-man life saving station, and all precautions are taken to safeguard the mariner against loss of life or property.

Close to the city are fine fishing streams and splendid hunting grounds. In season, hundreds of visitors come here to fish, hunt and camp on the beautiful streams abundant with trout.

On the Garcia River is one of the finest mineral hot springs in the State. A large hotel and a number of cabins have been built there to accommodate the guests who visit the popular resort every summer.

Point Arena has a great future before it, and invites all who are looking for homes to come here and look over the field for themselves. New ideas and new energy are needed, but like all undeveloped regions, it requires pluck, industry and intelligence to get the best results here awaiting.

Two steamers a week from San Francisco, and a daily stage connecting with the train at Cazadero on the south and Fort Bragg on the north, afford a means of transportation into our rich and fertile country.



BIRDS EYE VIEW OF POINT ARENA

One of the Busy and Rapidly Growing Centers of the Mendocino County Coast Country

MILL AT ALBION

TOWN OF ALBION

Located at the mouth of the Albion river is the town of Albion, some five or six miles south of Mendocino City, and one of the important lumber points of the Mendocino coast section.

Albion is essentially a lumber town and out of her harbor passes a large output of redwood lumber every year from the big redwood forests that lie back in the redwood belt to the east of the town.

The lumber company operating at this point is the Albion Lumber Company, one of the principal companies in the redwood belt of Mendocino county. The company controls about 25,000 acres of fine redwood timber and cuts annually from 36,000,000 to 40,000,000 feet of redwood lumber.

Besides the lumber output, which constitutes the bulk of the company's business, it handles a large number of split ties each year. This number runs up to 175,000 or 200,000.

In its mills, logging camps and elsewhere the company employs about 400 men.

The Land for You.

Boundless opportunity awaits the energetic in this favored region, along the lines of the Northwestern Pacific.

At the present time the county of Mendocino offers to the homeseeker and the investor unusual attractions and advantages. Here one finds a princely domain, containing thousands of acres of the richest and most desirable agricultural land in California. Its wealth is incalculable. Its timber resources alone are inestimable. In point of climate it is without equal; mild, yet tonic with sea breezes and the balsam of pine and fir and redwood. A manly climate, crisp and bracing, such as produces the highest type of active, virile men, women and children. Its agricultural possibilities have as yet been scarcely scratched. Here a man can easily support himself and family on a small ranch. And at this time he can buy that ranch for a very reasonable price.

CITY OF UKIAH--1913

One of the Most Notable Cities of Northern California---Largest City in Mendocino County and its Seat of Government---Home of the Hop--Vine--Pear and Various Fruits---Prominent Assembling and Shipping Point---With Splendid Schools and Churches.

Progressive Business Men

Mercantile and Industrial Interests Well Handled by Capable and Energetic Men of Affairs Who Believe in the Future of This Growing Section.

All visitors to Ukiah, the county seat of Mendocino county, are delighted with the panorama of valley and mountain scenery. The flower, the shrubbery and tree lined streets of the town, the gardens, fine homes, orchards and fields, magnificent fruit groves, hop fields and vineyards, ranches and acreage of the valley and foothills, the towering mountain ranges with their protective advantages on all sides of the valley, all within a radius of a few miles, form a charming and interesting scenic section of Northern California.

Ukiah, the heart of the famed Ukiah Valley, is located but 112 miles distant from San Francisco on the Northwestern Pacific Railway; is but 76 miles from Petaluma, the great poultry center of the Pacific Coast, and only 60 miles from Santa Rosa, with two passenger trains each way daily, being one of the most interesting and attractive cities and trading centers of this section of the State.

It is an incorporated city of the sixth class, and has a population of about three thousand people, with a large additional number of inhabitants in the rich country surrounding, who call Ukiah their home city.

This interesting little city is peopled by a bright and attractive class of capable and intelligent people, maintaining its supremacy as the county seat with admirable prestige, growing stronger, better and more important with each year.

Ukiah is the first city in size and importance of the towns of Mendocino county; is admirably located in the heart of the Ukiah Valley, with entrances through the foothills on each side, opening into this rich and interesting farm land country.

The city and surrounding country are very prosperous and the abundant crops and good prices of the products of the soil contribute much to the business of the merchants and industrial enterprises. It is also worthy of note that the new comers who locate in the Ukiah Valley are people of culture and refinement, the land values being so firmly established that this is an opportune time to buy and live among the best people of Northern California; therefore the new settler must come here with a reasonable amount of capital and necessarily make more substantial improvements than the earlier land buyers thus adding to the prestige and trade of this city.

Ukiah has many natural advantages, such as the finest climate in California, scenery, electric lights, fine water system with water piped under pressure to all parts of the city, gas for domestic and fuel uses, telephones, local and long distance; cement sidewalks, good streets, fire hydrants and a representative volunteer fire department quick and efficient to duty; public library, good hotels, three representative banks with combined resources of more than a million dollars, mercantile enterprises, modern garages, three newspapers, and other advantages and attractions that would be creditable to a city of much larger size.

The country has a rich, deep soil, fine climate and abundant water for all domestic and future irrigation purposes. The varied productions have already made this valley famous, and in taking the soundings of the city of Ukiah, we find that the fruit industry, hops and vines, alfalfa and staple interests, have been the main contributing factors contributing to our present prosperous condition, yet the fact should not be lost sight of that there are a number of industries other than the horticultural, which at present, are developing rapidly, which also have their share in the general prosperity, and it is worthy of notice that in almost every instance these promising and developing industries have been launched by both home and outside capital.

Ukiah valley farms have under active cultivation and favorable conditions paid a profit of more than the usual run of ranch properties. The lands have been tilled by capable and representative farmers and established values have resulted.

There is much more land in this section available for general farming and intensive cultivation, and a number of the more important holdings are being highly improved and developed, yet there is plenty of land waiting the homeseeker who will get busy and become familiar with Mendocino county soil and conditions in the Ukiah Valley.

Ukiah is noted as a prominent distributing and trading center; as the county seat of one of the most interesting counties in Northern California; as a railroad and stage headquarters where transportation advantages abound, and as a home center where cultured people welcome one into their midst with delightful hospitality.

In conclusion, the following message to the prospective home-builder and investor in California, should be appreciated because of its truthfulness and honesty of purpose, made after careful investigations.

Ukiah is just now feeling the thrill of a new awakening. For a number of years past the people have been content to grow their products quietly and indifferently, all the while there were aesthetic considerations that gradually forced themselves into general recognition. Discerning land owners began to discover that the Ukiah Valley's possibilities of producing the finest general products were exceptionally bright, and home builders considered this the favored country. Our own people are even yet a bit skeptical over making public the advantages and opportunities of this valley, but are coming at last to a genuine awakening.

Every condition conducive of the making of an ideal community is found in Ukiah and this rich valley surrounding. This is a cosmopolitan, yet a thoroughly homogenous population, made up of all classes of live and energetic people from the east and west, the north and south. They are people of ability and refinement, business acumen and mental accomplishments. They live well and demand the best. They find it in Ukiah.

Other localities in Northern California possess as good (or nearly as good), climatic conditions as Ukiah. There are other places where soil is as fertile and which can produce fruits pretty nearly as good as our home products. But no locality is so favored in the matter of abundant water supply, and nowhere in this favored land can there be found the combined attractions of the county seat—Ukiah.

Ukiah is a city of schools and churches, of broad and well shaded streets that are the envy of some other California towns. It is a city of progress, with a civic life that is awakening to new thought and ideals. It is a city with a future that is builded on foundations enduring as the mountains which girt it around. Ukiah offers advantages to the man or woman of wealth and investment proclivities that are distinctive and alluring to a degree. The visitor to Northern California who does not investigate Ukiah's advantages before locating will do himself an injustice.

A handsome court house stands in the center of a well located plaza directly in the heart of the city of Ukiah. On one corner is the Hall of Records and on another corner is the County Jail, attractive looking buildings that add to the interest of the court house square.

In this building are the county officers of Mendocino County; Superior Judge, Sheriff, County Clerk, District Attorney, Tax Collector, Treasurer, Recorder, Auditor, Assessor, Superintendent of Schools, Coroner and Public Administrator, Surveyor and Court Commissioner. The Board of Supervisors also hold monthly meetings in this building.

The Northwestern Pacific Railroad affords modern accommodations for passengers and transportation as far north as Sherwood, and is rapidly extending its line towards Eureka, and according to official announcements made by the Southern Pacific Company and the Santa Fe roads, this line now building is planned to pass through and beyond Eureka and become an overland route through Oregon and Washington, making connections with transcontinental routes to the East.

Another important proposition is the famed Snow Mountain Water and Power Company, a $5,000,000 corporation originally promoted and planned by Judge W. P. Thomas, President of the Commercial Bank of Ukiah, R. E. Donohoe, ex-sheriff and ex-county surveyor, one of the big factors in the growth of Ukiah, and their associates, which is developing into one of the really big factors of Northern California. This company has for several years been working on a large project on Eel River north of this city, acquiring the bed and banks of the river for more than twenty miles, building immense storage reservoirs, dams and water sheds, boring a great tunnel through the mountain from Eel river to Potter Valley, the site of the big electric power house. Powerful voltage wires carry this power throughout portions of Mendocino county, into Lake, Marin, Sonoma and parts of Napa counties. Electric lights and power is furnished Ukiah, the city having contracted for 250 horsepower for the city electric light plant, and for the lighting of the decorative hanging lights on the business streets of the city.

Ukiah is the official headquarters of this immense concern which is destined to branch out and furnish power and equipment electrical for electric railroads perhaps, industrial plants and other interests locating in this city and the home territory.

OUR CHURCHES.

Splendid Pastors and Attractive Edifices Add to the Religious Offerings of the City.

Nearly all the religious denominations are ably represented and maintain congregations in Ukiah. For years this has been a valley of religious people and as the population of this city has grown and become more thickly settled adherents of various denominations began to cast about for separate organizations, until today there are congregations of the Methodist Episcopal, Presbyterian, Baptist, Universalist, Episcopal, Catholic, Christian, Holiness and Christian Science faiths.

There are also church and religious societies each doing good work in their own way and along their own lines. The Salvation Army has traveling representatives who frequently visit Ukiah and the city has been visited by a number of noted evangelists who have done good work here.

Ukiah has ever been at the forefront in matters of religion and reform, and it is only a question of a few months until a vigorous campaign is planned to exterminate the saloons and liquor from this city for the benefit of the moral and material good of the community.

OUR LODGES.

All Fraternal Organizations Have Good Representation Here.

The fraternal orders of Ukiah are strong and energetic. There are any number of lodges and patriotic orders represented, as follows:

F. & A. M., Eastern Star, I. O. O. F., Rebekahs, Independent Order of Foresters, Knights of Pythias, Native Sons of the Golden West, Native Daughters of the Golden West, Eagles, Fraternal Brotherhood, Woodmen of the World, A. O. U. W., Daughters of the American Revolution and Grand Army of the Republic. The G. A. R. post being practically inactive, owing to the smallness of its membership roll.

Two large and commodious halls accommodate the lodges of the town, the Masonic Hall and the Odd Fellows hall. The Masons, Odd Fellows, Knights of Pythias, Fraternal Brotherhood and Eagles have the largest memberships.

UKIAH HOP FESTIVAL

Interesting Sketch of the Aims, Achievements and Plans for the Future.

By E. S. Waldteufel.

In late July, 1912, a half dozen Ukiahites got together for the purpose of ascertaining what the feeling of the people in general would be toward holding some sort of an annual festival at the close of the hop picking season. After sounding out the farmers and the merchants it was decided to at least make an attempt at having one day put aside for a general jollification and day of entertainment as well as to hold a competitive exhibition of the various fruits, vegetables and stock raised in this immediate vicinity.

It was found necessary in the first place to obtain funds to make this plan feasible and a subscription list was sent out to the farmers and merchants. The returns came so willingly and to such amounts that it made it not only possible to hold the "First Annual Hop Festival" on Sept. 14th, 1912, but after having paid all prize moneys and expenses the Financial Committee now report that they still have a surplus on hand which will serve as a nucleus upon which to commence this year's operations

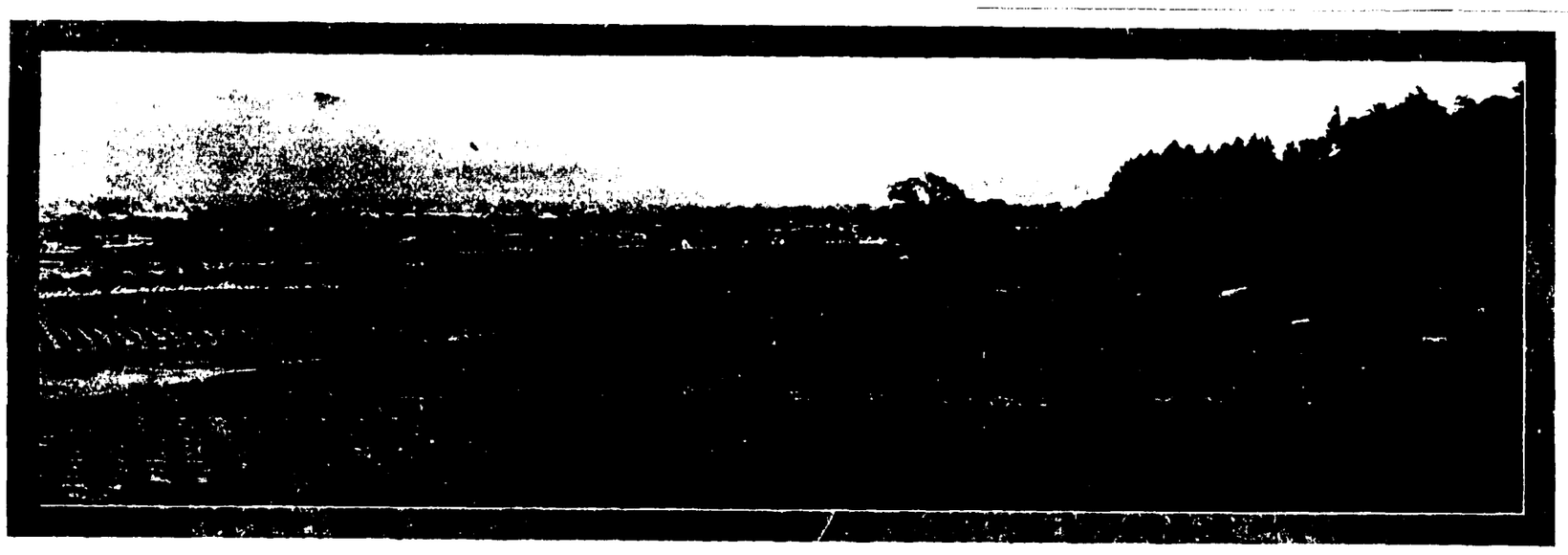
That the first attempt was a huge success is beyond all question, but this was but the forerunner of greater things to come. It has definitely been decided to hold the Second Annual Hop Festival during September this year, and instead of confining it to a one day celebration, it will continue for one week. There will be entertainments of various kinds on each day, including competitive trials of various aerial craft for which different prize money will be offered in such amounts as to warrant some of the best of the bird men to compete. There will be prizes for altitude flying, duration of flights, bomb throwing, speed, etc. Negotiations are under way, to secure a first class Street Fair and Carnival Company, with its various amusements including many novelties especially in the way of free shows motorcycle races, competitive fire drills between our local fire company and those of nearby towns, and on the closing night a grand out door dance will be held.

Perhaps the one thing though that will be greater than all others will be the exhibits of the various products of the vicinity. Potter, Redwood, Coyote, Anderson and Ukiah Valleys will compete for cash prizes for the best fruits, vegetables, etc. Unbiased judges will be selected to make the awards. The Poultry men are already preparing their stock for this show, and the stock men are keenly interested.

This Festival is not to be considered as a County Fair, but is merely a gathering of neighbors in a friendly spirit of competitiveness, and the Committee in charge will endeavor to send all of the prize winning displays to the County Fair at Fort Bragg, to seek further honors as well as to show our friends on the Coast what we can do in the interior valleys.

This organization, the "Hop Festival Committees" have every hope of making this year's celebration a far greater and more talked about proposition than any that have ever been carried on by any of the North of the Bay Counties and it is expected that excursions will be run not only from Santa Rosa, Petaluma, Willits and the Coast, but preparations are under way to secure an excursion from San Francisco as well.

There will also be Stock parades in which the various winners of the Stock show will be exhibited, automobile parade and races, horse races, for the week.



THE BEAUTIFUL AND PRODUCTIVE UKIAH VALLEY—MENDOCINO COUNTY

This Magnificient Section Has More Than 12,000 Acres Mostly Under Cultivation. Fruits, Grapes, Hops and General Products Grown in This Valley Are of Splendid Quality and the Farm and Ranch Owners Are Numbered Among the Bright, Intelligent and Prosperous People of Northern California. This is the Section Offering Homeseekers and Investors Opportunities Well Worthy of Careful Consideration. You Are Cordially Invited to Visit the Ukiah Valley and Look It Over Personally. A Splendid Welcome Awaits You.

B. S. HIRSCH

A Progressive Business Man Who Is a Booster for Ukiah and Mendocino County.

For many years the name of B. S. Hirsch has been identified with Ukiah and Mendocino county. During most of his days here he has been engaged in mercantile and hotel life, having been for many years proprietor of the Old Grand Hotel, now the Cecille, which house under the Hirsch management was one of the most popular places of this section where hundreds of guests used to rendezvous.

During recent years Mr. Hirsch has been engaged in the wholesale and retail liquor business at No. 204 South State Street. He is agent for the famed Rainier beer, Bartlett, Duncan Springs and Shasta Mineral Waters, fine cigars and tobaccos.

The stock of goods carried is the best to be had, including choice whiskies, brandies, aged and mellow wines in wood and bottles, cordials, beers of various brands, etc., and a specialty is made of supplying the family trade.

B. S. Hirsch is a booster because he has always had faith in the future of this city; he takes an active part in the growth of Ukiah and believes in putting this section prominently before the world in an intelligent and interesting manner. Mr. Hirsch predicts that the Panama Pacific Exposition to be held in San Francisco in 1915, will materially aid in the development of this section because through bringing many thousands—homeseekers and others—into this rich and productive country, many will buy land and become home owners and boosters for Mendocino county.

E. L. CUNNINGHAM

President Ukiah Hop Festival; Cashier Commercial Bank of Ukiah; Ranch Owner and Public Spirited Man of Affairs Who Believes in Modern Ideas of Boosting. A Financier of Exceptional Ability.

THE POULTRY INDUSTRY

Mendocino County Presents Exceptionally Fine Opportunities.

Poultry raising is a most profitable and growing industry in Mendocino county because of the splendid conditions of location and climatic conditions. In a more or less practical way it is carried on in all parts of California, but in Sonoma, Humboldt, Colusa, Merced, Santa Clara and Mendocino counties, the latest scientific methods are generally practiced with satisfactory results. The industry in this county is constantly growing and extending, as the demand for poultry products greatly exceeds the home supply.

Turkey farming is also productive in this section, being mainly confined to the valleys where grain is grown abundantly and feed is cheaper, because here the fowls can range freely and wax fat.

Our neighbor—Sonoma county, is the greatest chicken county in all California. The largest incubator factory in the world is in Petaluma, one of the busy cities of that county. This plant turns out about 100,000 chicks per month, and runs full capacity most of the year.

The average chicken ranch near Petaluma consists of about five acres, upon which are placed 500 to 3,000 hens. There are, of course, larger ranches which contain 5,000 to 30,000 chickens. A person should have $3,000 to $5,000 to properly equip a chicken ranch and get ready for a profitable business. In case of renting, however, only about $1,500 is needed to start the prospective poultry-man. The average profit on each hen is about $1 per year.

Petaluma is the principal shipping point of Sonoma county and enjoys a freight rate by boat to San Francisco of 10 cents per case of thirty-six dozen eggs. The market business done from that point, and its growth, is reflected in the following tables, which show a gain for 1911 over 1910, in egg shipments, of 845,912 dozen, and in poultry of 4,275 dozen.

Petaluma shipments:

Year.	Eggs, dozen.	Poultry, doz.
1903	3,407,333	32,535
1904	3,493,321	33,286
1905	3,837,061	39,392
1906	4,334,321	39,938
1907	4,222,968	59,198
1908	5,312,804	83,136
1909	7,159,481	120,018
1910	7,288,215	76,278
1911	8,134,129	80,553
1912	10,232,121	84,425

These figures represent actual shipments of eggs to market. It is not fair to say that yearly over 1,250,000 dozen eggs are produced which are used for hatching and home consumption. These, added to the above, bring the total egg production of the Petaluma district up to near 12,000,000 dozen or about 150,000,000 eggs. That speaks well for the industry in this Northern California section, and where it is known that Petaluma is only seventy-six miles from Ukiah, the county seat of Mendocino county, with the same climatic conditions prevailing in both sections, it can easily be understood that this county offers the same inviting advantages as Petaluma, except the freight rates are slightly higher.

Mendocino county has at Hopland, the famous Foster poultry ranch, which is conducted along modern and scientific lines, one of the largest individual ranches of the kind in the world. Every thing perhaps, necessary for the chicken is provided here, from the scientific laying of the egg, incubation hatching and brooding. The ranch is presided over by competent and experienced poultry raisers who are paid to get results, and these results are most satisfactory to the industry, adding much to the prestige of Mendocino county.

In the Ukiah Valley, the Potter Valley, near Willits, and other sections of the county, poultry are raised as a market proposition with gratifying results to the enterprising men and women who really take interest in the fowls.

California's Egg Production.

In 1911 the entire egg production of California was 25,450,000 dozen. Of these Petaluma produced 8,134,127 dozen. Other points in Sonoma county produced 4,150,000 dozen. Making a grand total of $37,734,127. In 1912 officials figures show a total increase of nearly twenty-five per cent in these figures, a big increase being shown in Mendocino county, the greatest increase however, being credited to Petaluma with a record of 2,097,994 dozen more eggs than in 1911.

The poultry products of California in 1912 were worth over $20,000,000. That value can be profitably increased to $30,000,000 and more when California begins to ship her surplus eggs and poultry to other states and to foreign countries, which she is sure to do in the early future.

Conditions in Mendocino county are favorable to poultry and there are many small dealers who are making a specialty of fancy chickens who should become prominent factors in the development of this great and important industry, for there is plenty of room in Mendocino county for the expansion of the poultry industry.

FRANK LA PORTE

Planing Mill and Lumber Yard Operator Prepared to Handle all Building Contracts.

The contractors, builders and private citizens of Ukiah enjoy a great boon in the splendid facilities offered them in the way of well stocked lumber yards from which to select their lumber for building and construction work.

In this connection it is well to mention Frank La Porte, whose extensive lumber yards and planing mill are headquarters in this city for those requiring lumber of any kind or building materials, interior and exterior finish, lime, brick, cement, etc., in fact, there is nothing that this representative dealer is not prepared to supply, no contract being too large or too small to be given prompt and efficient attention. A specialty is made of making estimates for builders, and Mr. La Porte is also prepared to take full charge of a building contract, design your building or home for you and furnish all the materials.

The planing mill and lumber yards operated by Mr. La Porte are conveniently located near the Northwestern Pacific Railway, where transportation and delivery advantages are enjoyed. The mill is modernly equipped and especially designed building materials are a feature of the plant. No order or pattern is too difficult to be turned out as ordered.

Many of the leading buildings and homes, especially those constructed during the past five years show evidence of materials from this plant, and Mr. La Porte takes personal pride in the quality of service rendered and the business-like manner in which all contracts are carried out and filled.

Frank La Porte has been a familiar figure in business circles in this section of Northern California for many years; he came to Ukiah some five years ago, taking charge of the planing mill and lumber yards near the depot which had met with previous reverses, and by careful and intelligent business management and thorough familiarity with the lumber and building material trade, has made his plant one of the representative interests of Ukiah.

He is an active man of affairs, a booster who is ever ready and willing to encourage legitimate interests and to fight any project that does not come up to his standard of right, and acting on these lines he has done much good for Ukiah and this section, and it is such men who deserve credit for their convictions.

Mr. La Porte is one of the active men of the local fire department, was chief of the organization for some years and is now its treasurer. He is ever active in encouraging efficiency in this enterprise and is honored and esteemed by his friends and associates.

PIONEER INSURANCE MAN

Interesting Sketch of F. C. Albertson, One of the Active Factors in Ukiah and Mendocino County Development Interests—A Man Who Has Faith in This Section.

A well-known and representative business man who pays particular attention to the writing of fire insurance, deals in investments and is a Notary Public, is Mr. F. C. Albertson, whose office is conveniently located at No. 117 South State Street, where he is ever ready to greet his friends and extend a cordial welcome to visitors and investors.

MR. ALBERTON'S OFFICE

Friends and Patrons of Insurance Are Always Cordially Welcomed By This Representative Man of Affairs.

Mr. Albertson represents many of the well-known old line fire insurance companies, the steady and reliable concerns who pay all losses promptly, and is prepared to write any kind of fire, casualty, accident or life policies. All forms of fire policies are written covering industrial enterprises, buildings, homes, stocks of merchandise, furniture and household goods, automobiles, etc.

Mr. Albertson is also well known in financial circles because of his connection with the Bank of Ukiah; is vice-president of that pioneer and powerful institution. He gives the same care and attention to the details of his banking interests and the protection to the depositors of that institution as he has given to his individual affairs, and is well equipped because of experience and ability to look after the best interests of his clients.

Mr. Albertson is also one of the best known hop buyers of this section, being an authority on the growing and marketing of this product.

Being a close student of the development and progress, Mr. Albertson keeps pace with the growth and development of the Ukiah Valley. He is familiar with lands, locations and values, knows what lands should and will produce, and is in position to render valuable aid to those who want to locate and establish homes in this section of the state, where opportunity beckons the homeseeker and investor onward. In speaking of this part of the state, Mr. Albertson said: "In my opinion there is no section of California offering the splendid advantages and opportunities to be found in and around Ukiah. We have the finest lands to be found, suitable for everything but citrus fruits, and our farmers get good prices for the commodities they grow. I consider this section of Northern California as the most inviting on the Pacific Coast for homeseekers and investors who are really seeking a country where they can establish homes amidst good people, where the school and social advantages are first class and where the boys and girls may be reared to every advantage and enjoy the pleasures of life while working themselves upward to positions of independence."

Such statements, coming from men of established knowledge, who are familiar with the country, mean much. Mr. Albertson is thoroughly familiar with his subject and boosts for Ukiah and Mendocino county because he knows he can tell the simple truth forcibly and then not tell half the story. This is indeed a country of opportunities and Mr. Albertson has for years been identified with the boosting element, who have helped make this country the magnificent section of California it is today.

S. L. REA, M. D.

A Prominent Physician, Well Known in This Section of Northern California.

In the list of representative citizens and men of affairs in the County of Mendocino, no man stands higher as a practitioner of medicine and man of promise than Doctor E. L. Rea. Cultivated in mind, genial in disposition, and generous at heart, his character at once enlists the admiration and respect of all who are brought into range of his acquaintance. Dr. Rea is a man of rare attainments, esteemed and beloved by all who know him.

He is a Mendocino county resident by birth and is 36 years of age. His youth was passed in securing an education at the local schools, after which he became interested in the practice of medicine, attending the College of Physicians and Surgeons at San Francisco, graduating from that famed institution with honor and credit.

Returning home Dr. Rea established offices in the city of Ukiah about twelve years ago and has continued the practice of his profession since that time.

Dr. Rea is a man who thoroughly believes in modern progressiveness, and has always been ready to devote both time and means to building up Mendocino county. He is a man of fine native ability, coupled with high character and refined manners, and his zeal and industry in his profession has destined him to occupy a high place in the medical fraternity of California. Dr. Rea has been very successful in his practice and enjoys a large clientele among the best people of Ukiah and Mendocino county.

Let us say in concluding this sketch of this able physician, that his success in life is due to his untiring energy and determination to succeed in spite of all obstacles.

Dr. Rea owns a modern home in this city and is ever found a booster for the advancement of the commercial and general interests of his home city because of the known future presented people who appreciate and are ready and willing to take advantage of and grasp opportunity.

For Information, Prices, Lists, and Booklets Regarding Mendocino County, Address, J. A. Waldteufel, Ukiah, California.

MENDOCINO COUNTY AS A FIELD FOR INVESTMENT

By W. G. POAGE

So varied are the resources, industries and natural characteristics of Mendocino county that it is difficult to present the above topic in a brief article. We have an infinite variety of lands, of valleys, mountains, forests, streams and climate, so that here can be found some investment that will appeal to any man.

The series of valleys making up the most populous part of eastern Mendocino are agricultural in character and these with the low hills about them and the higher mountains further back offer sites for the fine farms and stock ranches for which this section is famed. As a permanent investment this class of property is always in demand. From the southern line of the county north to Longvale the Northwestern Pacific cuts through a fertile farming and grazing section. Here are farms in the valleys from ten acres and upward on which the owners are realizing a good living and good returns on their investment, besides having the opportunity of living in a splendid climate with no malaria or fog or drought, and with grand mountain scenery about them and every facility for shipping out their products or going themselves when occasion demands.

A YOUNG PEACH ORCHARD
A Sample of the Orchards That Will Grow on Mendocino County Soil

In the valleys about Ukiah and Willets a number of the large farms have been subdivided into ten-acre tracts and these have been eagerly purchased by home people before outside investors had an opportunity to invest, for the reason that the land was good and is still held at prices that poor people or people of moderate means can pay and make good returns on the money invested. This has increased the population and caused such new industries as creameries and canneries to be established for the handling of the additional products. Our natural beauties of scenery and resources are so little understood that we are not getting the class of people needed to develop and make known the good things we have in Mendocino county.

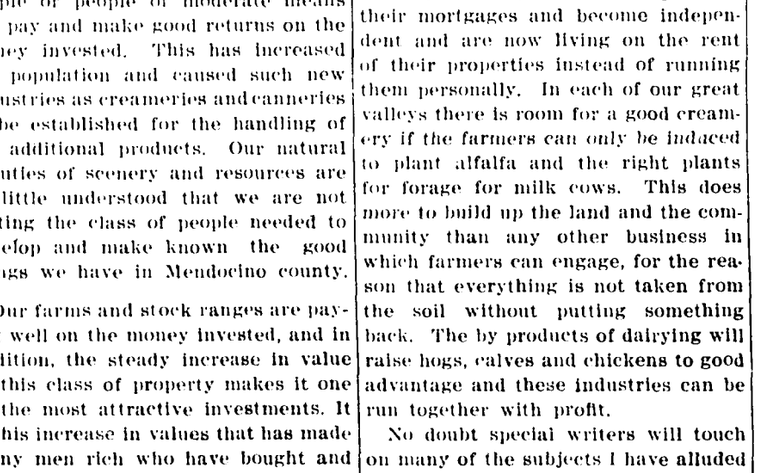
Our farms and stock ranges are paying well on the money invested, and in addition, the steady increase in value of this class of property makes it one of the most attractive investments. It is this increase in values that has made many men rich who have bought and sold real estate in California for the past twenty years. In addition to the grass on them most of our ranges are well timbered with hard wood timbers which are becoming more valuable every year and will yield the owners rich returns when they come into the market. The great stock raising section of the county is located along its eastern side and as we proceed north the ranches, generally speaking, are larger. The northern portion of the county is specially adapted for cattle raising. As the railroad is extended north to Eureka it will bring into the market the great level lands in Round Valley, the largest valley in the county. Its resources and capabilities are as yet unknown to the people residing there, for it has only been considered a center for the great stock raising district between the Sacramento Valley and the coast. Between Willits and Round Valley on Eel River are located the Coal Banks, a large and rich deposit of coal which has been mined and prospected sufficiently to show its value as soon as transportation can be arranged for the product. Here are thousands of acres with fine coal which will be on the railroad as soon as same is extended, and this is being done very rapidly now, as the Northwestern Pacific is already within a few miles of the Coal Banks, which are near the main line now being completed from Willits to Eureka. When these fields are worked they will employ many men and give a market to all products that can be raised in Round and Long Valleys. A rich group of manganese ore has been discovered north of Ukiah, between Redwood and Potter Valleys. This is owned by local people and an eastern corporation and no doubt will be fully worked and developed in a short time.

Our greatest industry on the coast side of the country is the timber. We have a redwood forest nearly 30 miles in width and extending the length of the county. Most of this product is manufactured into lumber in mills located on the coast with railroads running into the interior to haul out the logs, tanbark and farm products in the vicinity. This great industry employs thousands of men and only a beginning has as yet been made on our forests. In nearly all the lumber centers are openings for manufactures of the various timber products—things on which a greater profit can be made than on the raw product of lumber itself.

The dairying industry offers many openings in the various parts of the county. On the lower coast it has been followed for several years with marked success. Men have paid off their mortgages and become independent and are now living on the rent of their properties instead of running them personally. In each of our great valleys there is room for a good creamery if the farmers can only be induced to plant alfalfa and the right plants for forage for milk cows. This does more to build up the land and the community than any other business in which farmers can engage, for the reason that everything is not taken from the soil without putting something back. The by products of dairying will raise hogs, calves and chickens to good advantage and these industries can be run together with profit.

No doubt special writers will touch on many of the subjects I have alluded to as good investments for capital or labor, but I cannot close without referring to the great possibilities we have in nearly every part of the country for fruit raising. Fruits can be raised in all our valleys and on the mountains and hill sides. We have remarkable possibilities along the line of mountain-grown fruits, vegetables, walnuts and grapes. There is hardly a place in the county where these things will not grow profitably and we can only imagine the possibilities of our county and the population it will support when the timber is removed from the mountains and the rich soil placed under cultivation, and in many cases under irrigation.

To people in other sections and states who are tired of the cold winters or the extreme heat Mendocino county offers an ideal climate for a home, where a moderate investment will bring fair returns, where they may be surrounded with all the beauties of nature, and have easy access to our trout streams and our hunting grounds, as well as to the outside world.



A MENDOCINO COUNTY SHEEP RANGE

HON. GEORGE C. PERKINS

For Twenty Years California's United States Senator, An Able and Staunch Republican Representing the People and Their Interests.

It is a pleasure to read leaflets from the lives of men who, by the dignity of manhood have made an impression on the page of modest, yet worthy history. The writer has stolen a few paragraphs from the life history of one of the well-known Senators of the United States, our senior California representative, Hon. George Clement Perkins, of Oakland, California. His popularity may be gauged from the fact that he was elected Senator some twenty years ago and has been continuously re-elected each succeeding six years. His career has been characteristic of the man. His character may well be marked as that of a broad, practical self-made man of the people, as the success a man makes in life is always looked upon with interested eyes, and for him there is always coming in the rewards of close application.

The Congressional Directory of the Third Session of the Sixty-second Congress, now in session at Washington, D. C., presents the following interesting biographical sketch of this representative of California:

"George Clement Perkins, Republican, of Oakland, was born at Kennebunkport, Me., in 1839; was reared on a farm, and attended public school until his thirteenth birthday, when he shipped on board a sailing ship for New Orleans, and followed the calling of a sailor on ships engaged in the European trade. In 1855 he shipped "before the mast" on the sailing ship "Galatea," bound for San Francisco, where he arrived in the autumn of that year. Since that time he has been engaged in mercantile business, banking, farming, mining, whale fishery and steamship transportation. He has been president of the Chamber of Commerce of San Francisco; also of the San Francisco Art Association; is a director of the California Academy of Sciences and other public institutions. He has also been grand master of the grand lodge, F. & A. M., of California, also grand commander of the grand commandery of the Knights Templars, State of California; he is also a member of the California Commandery of the Military Order of the Loyal Legion.

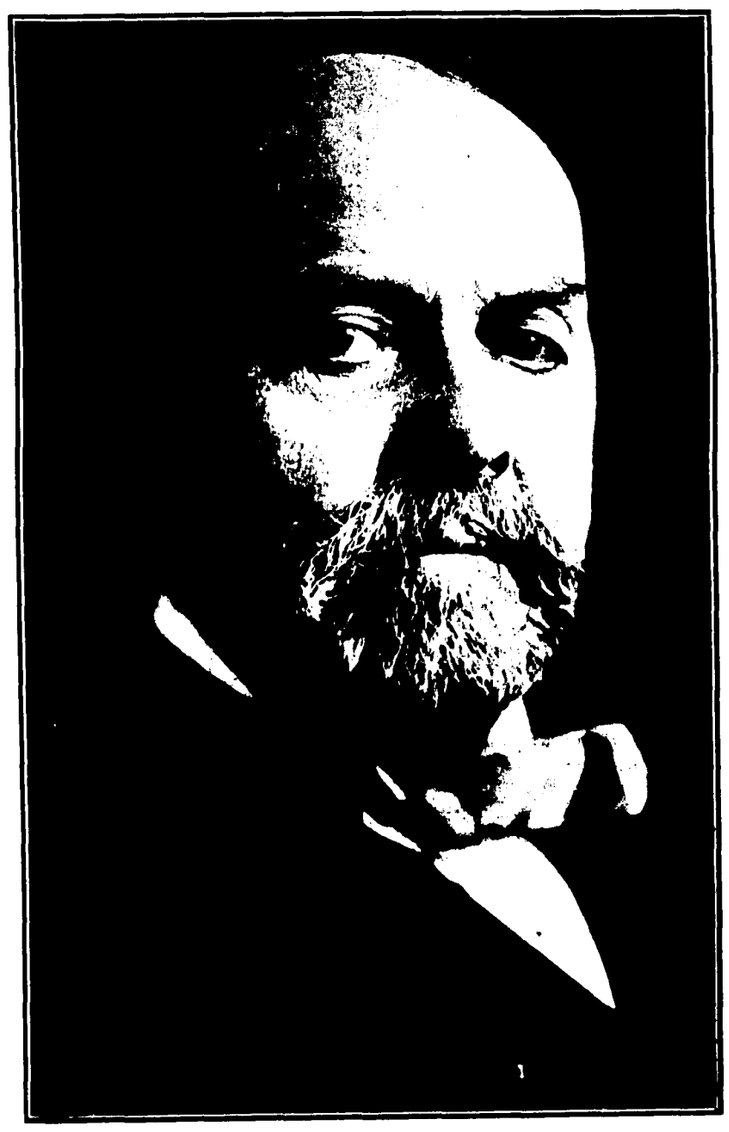
In 1869 he was elected to the State Senate, serving eight years; in 1879 he was elected Governor of California, serving until January, 1883; was appointed July 26, 1893, United States Senator to fill, until the election of his successor, a vacancy caused by the death of Hon. Leland Stanford, and took his seat August 8, 1893.

In January, 1895, having made a thorough canvass before the people of his state, he was elected by the legislature on the first ballot to fill the unexpired term. In the fall election of 1896 he was a candidate before the people of California for re-election and received the indorsement of the Republican county convention that comprised a majority of the senatorial and assembly districts in the state. When the legislature met in joint convention (January, 1897), for the purpose of electing a United States Senator, he was re-elected on the first ballot. In January, 1903, he was again re-elected on the first ballot for the term of six years, receiving every vote of the Republican members of the Legislature. His election was made unanimous on motion of a Democratic member of the Legislature. Again, in 1909, he was re-elected on the first ballot for another term of six years, receiving every Republican vote except two, and at the same time receiving Democratic support. At the time of his election in 1897, 1903 and 1909 he was absent from the state attending to his congressional duties in Washington. His term of service will expire March 3, 1915."

Senator Perkins has during his years of active service in Congress served on many important committees, and is now chairman of the Committee on Naval Affairs, one of the most important committees of the Senate; is a member of the Appropriations, Commerce, Fisheries, Forest Reservations and the Protection of Game, Interoceanic Canals Committees, and is active on the committee to Examine the Several Branches of the Civil Service.

During his service of twenty years in the Senate he has been absent from his seat but nineteen days, when the Senate was in session, and that was because of illness.

In looking after legislation in the interests of the people of the United States, and especially his California constituents, Senator Perkins has rendered valuable services and gained recognition that is far reaching and powerful in its influences.



HON. GEORGE CLEMENT PERKINS, Senior, United States Senator of California.

The people of Mendocino county are justly proud of the magnificent record of nearly a quarter of a century made by this representative in Congress. We have always been loyal to his interests and felt safe in knowing such a man represented California, and it is a pleasure to tell our people about his works and achievements. The secrets of the great hold he has upon the heart strings of the people—his rugged honesty and independence, his intense love for California, and his fidelity to the interests and welfare of his state and people, and his close friendship with his constituents as well as his unswerving belief in the virtue, integrity and wisdom of the great public, and in a word, his trust in the popular heart, are the qualities that endear Senator George C. Perkins as a man and high official of our government to the people of California and cause them to trust him without question in matters of public moment and politics.

Living and moving for nearly a half a century in the glare of public life and among critics and enemies, friends and fellowmen, his career has been before many envious contemporaries who have been accustomed to turn upon successful political leaders, and no personal or official wrongdoing has ever been offered or suggested against him.

SAVINGS BANK OF MENDOCINO COUNTY

A Representative Financial Institution Doing A Commercial and Savings Business—Operated Under An Able Board of Officers and Directors.

Possibly no banking establishment in this section more fully comprehends the true ideal of a bank's relations to the community in which it exists than does the Savings Bank of Mendocino County of Ukiah. Backed by men of ripe experience, high reputation and wealth, the bank has been successful since its inception, November 28, 1903, and numbers among its patrons many of the leading merchants and professional men, ranch and land owners and individuals of Ukiah and Mendocino county.

The capital of the Savings Bank of Mendocino county is $50,000, $25,000 commercial and $25,000 savings. The combined resources of the institution are $356,899.48, according to a recent statement. The commercial resources amount to $95,345.74, and the resources of the savings department amount to $261,553.74, and a glance at the officers and directors of the bank will convince any one interested of its strong financial backing. They are J. H. Barker, president, head of the big hardware and implement house of J. H. Barker & Son, and one of the large financial men of this section; J. M. Mannon, vice-president, one of the most prominent lawyers of Northern California, ex-Superior Court Judge and man of affairs; Arthur L. Tracy, cashier, an experienced banker, familiar with finances, who gives the bank his entire time and personal attention, and Louis V. Ray, assistant cashier.

The directors are J. H. Barker, J. L. McCracken, a prominent rancher and horseman; Otis Redermeyer, capitalist and business man; Judge J. M. Mannon and Dr. G. W. Stout, one of the leading physicians and surgeons of the State, all representative men familiar with financial, mercantile, professional and ranch life, who have done much to aid in the growth and development of Ukiah and Mendocino county.

The splendid exhibit of deposits in this strong financial institution is evidence in itself of the confidence displayed by the people in the organization, its officers and directors.

The commercial and savings bank facilities of the bank are such as invite attention. During the past few years the institution has built up an extended business among the banks of the Northern California country and among the people of this section. Its correspondence is extensive. Likewise the institution has developed a business in Ukiah and Mendocino county which is a pride to its management and directors, and the growth of the deposits of the bank and volume of business generally make it deserving of the notice of all business and professional men.

The officers are men who have for years made a careful study of the financial field; they know the intricate details of banking and provide the patrons of this house with every safeguard of consistent banking. Through such methods they have been foremost among the representative interests of the city in its growth and progressive development. They have been at all times ready and willing to spend their money in aid of any movement that meant the upbuilding of Ukiah.

Such men win the confidence of the people and add to the prestige of the business interests in which they are connected.

As one of the prominent financial institutions of Northern California the Savings Bank of Mendocino County has forged to the front under the able direction of these men. Their confidence in the future and determination to push Ukiah ahead for all the city deserves has won recognition, and each year the city and the bank grow more substantial and important throughout the commercial centers of the country.

The success of the bank is traceable to the direct experience and knowledge of financial affairs of President Barker, Judge Mannon, Cashier Tracy and Directors Stout, Redemeyer and McCracken, men who have faith in the future of Ukiah as a city of development opportunities that are bright and far-reaching.

UNDER NEW MANAGEMENT

Hotel Cecille Passes Into the Hands of J. A. Perazzo and G. O. Gunnell, Experienced Caterers Who Plan to Make the Traveling and Local Public Feel Welcome and at Home By Providing Many Comforts.

Visitors, tourists and the commercial and traveling public judge a city very much by the character of its hotels. One of the most complete, best appointed and conveniently located hotels in Mendocino county is the Hotel Cecille, now under new management at Ukiah.

This well-known house has recently passed unto the management of J. A. Perazzo and C. O. Gunnell, lately of Lovelock, Nevada, capable and experienced hotel men thoroughly in touch with the details of trade; men favorably known who will endeavor to make all guests of the house as well as our home and county folks welcome to Ukiah and the Hotel Cecille.

The hotel is a modern and commodious structure, three stories in height, designed especially for hotel purposes, is cleanly and up-to-date in every respect as regards light, sanitation and conveniences. There are some fifty guest rooms, some with private bath, and the furnishings are first class, while the house is kept in a splendid condition.

Both the European and American plans prevail and guests may make such arrangements as they wish with the management. The dining-room has a seating capacity for about seventy-five guests; the cuisine is of the highest order, with all the delicacies of the season provided and served by courteous attendants.

Hotel Cecille is headquarters for visitors, business and professional men, commercial travelers, farmers, ranchers land buyers and others. Many residents of the city make this their meeting place while discussing affairs of politics, business and personal events, and the hotel bar is a convenient rendezvous for those who appreciate refreshments of the liquid kind.

Messrs. Perazzo and Gunnell plan to make the Cecille not only the best hotel in this county in all that satisfies our cultivated tastes, but to make it the recognized headquarters for all our people. They are quick, accommodating and familiar with the hotel business, men who believe in extending a cordial welcome to each and every one who registers as guests or who come as friends and patrons.

The new proprietors have been identified with the hotel trade for years, and are courteous and entertaining young men who have faith in the future of Ukiah. Under their management and direction the Hotel Cecille has a bright and interesting career ahead, and we are glad to welcome such men to Ukiah.

As citizens and business men they have made a favorable impression upon our people. They are ever ready and seem willing to aid in boosting and the development of their newly adopted city, and it is the wish of The Republican Press and the citizens of Ukiah that you make a success of your new venture and make the Hotel Cecile the bright, interesting and attractive hostelry it ought to be.

FLOWING ARTESIAN WELL
In Many Sections of the County Artesian Water Can Be Secured. This Well Is Located in the Famous Round Valley.

R. L. HUTCHISON

HUTCHISON & ROEDER

Furniture Dealers and Undertakers Who Occupy A Prominent Position In the Business Fields of Mendocino County Because of Extensive Operations.

The business and firm name of Hutchison & Roeder have been identified with the growth of Ukiah and this section of Mendocino county for more than ten years. Today this is one of the leading establishments of its kind in Northern California, making a specialty of handling furniture, household goods and merchandise, pianos and organs, stationery, school books and supplies wall paper, etc., and operating a modern undertaking parlor.

The business of this representative firm is located at Nos. 318 to 320 North State street and is operated under the personal direction of R. L. Hutchison and F. M. Roeder, each being thoroughly familiar with every requirement of their large and growing trade.

It is a well known and established fact among home owners and housewives that new and handsome designs in furniture can only be properly appreciated when seen in contrast to the old styles and compared with the prices paid for such articles in times gone by. A person who has not priced the latest novelties in parlor, dining room or chamber suites will be astonished to see how reasonable they are, and if the reader will call at the establishment of Hutchison & Roeder, the entertaining management will take pleasure in showing the many handsome and up-to-date articles carried in stock.

To keep abreast with the growth and progress of Ukiah this firm is compelled to carry a large and complete stock of the best quality of goods. The large store rooms present an inviting appearance and every day there are a number of visitors there just to keep in touch with the prevailing lines of new goods being placed on the market for the benefit of the Mendocino county trade.

The history of the development of the business of Hutchison & Roeder is very interesting. They began business on a small scale, and from the first success crowned their efforts; members of the firm made friends and added new customers from week to week through square dealing and honest prices. Today the store of Hutchison & Roeder is one of the most commodious in Ukiah and their stock is as large as any furniture house in this section. They have established a reputation that wins customers, and there is now no longer any necessity for the people of Ukiah and Mendocino county to purchase their furniture outside of this city. A mansion of the finest kind can be equipped thoroughly by Hutchison & Roeder, with all the latest styles and designs of furniture from the hallway to the parlor, bed chamber, living room, kitchen and dining room.

Fine Undertaking Department.

One of the special branches of this representative house is its splendidly appointed undertaking department, with both male and lady attendants. They are able and scientific funeral directors, taking full charge of burials and handling bodies with care and courtesy. A specialty is made of directing funerals, providing caskets, flowers, grave, carriages, pall bearers, minister and looking after all details.

Hutchison and Roeder have a handsomely appointed chapel from which funerals are conducted, this being the only chapel in Mendocino county.

At the undertaking parlors, located in a modernly appointed building on State street, every requirement and equipment is installed for handling and embalming bodies. Remains are prepared for shipment to any part of the county, transportation certificates are provided and all details looked after. Special attention is paid to telephone and out of town calls from anywhere in this part of Northern California.

Prominent Business Men.

R. L. Hutchison and F. M. Roeder are men of affairs who make friends in business and social life. They have become prominent in the mercantile fields of this city because they have forged to the front through ability and attention to business. Their career in Ukiah has been such as to win the confidence of the people, and the pretentions lines of merchandise carried in stock and sold at reasonable prices have won many customers. They are men thoroughly in accord with any work or movement that means the advancement of Ukiah and the upbuilding of the rich agricultural and farming sections of the country surrounding this city. For these reasons they are numbered among the more active and progressive commercial operators in the mercantile fields of Northern California, boosters always for Ukiah.

Mr. Hutchison is individually prominent as a booster and worker for the progress and advancement of this section; is president of the new Ukiah Chamber of Commerce and promises to be active in the workings of that organization, and, as shown in the picture on this page, is a man who believes in developments and industrial enterprises.

Many Springs of Mendocino County Are Amazing in Quality and Efficacy of Mineral Properties.

In no other part of America, if in the whole world, can there be found so many mineral springs within a given area as are found in Mendocino county.

The testimony of travelers, prominent business men and medical experts, backed by the most rigid chemical analysis, proves conclusively that the waters of the mineral springs of this county are equal in curative efficiency to the waters of the most celebrated springs in the world. Here you will find hot, cold or warm mineral waters, flowing the year round, charged with iron, sulphur, soda, vichy, apollinaris, magnesia and seltzer. At most of them ample accommodations and conveniences have been provided for guests, who come by the thousands annually to drink of the waters and be benefited by them.

Sportsmen's Paradise

Mendocino County Affords Much Pleasure to Lovers of Rod and Gun—The Streams Are Lively and the Hills Full of Life During the Seasons.

Of all sport probably none is more popular than deer hunting in Mendocino county, where conditions are so favorable and game abundant. No other region furnishes better sport for the deer hunter than Mendocino county and the southern portions of Humboldt and Trinity counties immediately on the north of Mendocino. Deer hunting in this county is so satisfactory that hunters come here from all over the State, and the wonder is that the supply is not exhausted. It would seem, from the number of hunters going into our hunting grounds each season, that our game supply, and especially deer, must soon be depleted; but not so. As a matter of fact, deer are more plentiful here today than they were ten years ago. This is due to three things, the first of which is the vast breeding grounds of heavily tim-

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bered regions where the deer is comparatively safe from mankind and to a large extent from the lion and the coyote. These animals much prefer the comparatively open country for their hunting grounds. The deer, especially the doe during the breeding season, seems to realize that her enemies are inclined to the more open ground and consequently betakes herself to the heavily wooded canyons and vast stretches of timber lands that are to be found in this county and there rears her young in comparative security. The second cause that has led to the increase in the number of deer in this county is the combined efforts that have been and are being put forth by the hunter and stock raiser to exterminate the lion, coyote and other animals that prey upon the game of the country. These efforts have been greatly stimulated by the bounties offered by the Fish and Game Commission. The third cause of the increase is the valuable work being done by the Commission and the game wardens in enforcing our game laws.

In earlier times the grizzly bear was much in evidence in Mendocino and the adjoining counties, but owing to his daring and temerity he became an easy mark and was forced to go before the onward march of civilization.

The bear family in Mendocino county comprises the brown, black and cinnamon species, and these furnish rare and exciting sport to the hunters who are fortunate enough to have access to a pack of good bear hounds. There is a limited number of these bear dogs and they are very much in demand.

The mountain lion, or panther, is quite plentiful in some portions of the county. He is particularly fond of sheep, hogs, calves and colts, and is a decided nuisance to the stock man. He is also very destructive to deer, so much so that the Fish and Game Commission have placed a bounty of $20 an his scalp. This incentive has induced skillful hunters to give their time and attention to his destruction, and while many panthers have been killed yet the task does not progress very satisfactorily, owing to his wary and secretive habits and the difficulty of following his trail.

In a comparatively small territory that might be covered in a few hours' hunt, an energetic hunter would be able to find bear, mountain lion, coyote, lynx, fox, and many other fur-bearing animals to test his skill and the prowess and endurance of himself and his dogs. Deer are found in abundance in all parts of the county. Both mountain and valley quail are plentiful and these, with the dove, which is found in great numbers, furnish rare sport for the scatter gun enthusiasts. In some portions of the county the grouse is also plentiful. Jack rabbits, tree squirrels and cotton tail are very numerous, and may be found at any season of the year.

During the spring and summer months the sportsman devotes his attention to fishing and deer hunting according to the open season. The open season for taking trout above tide water usually begins April first and from that time on many of our streams are visited almost daily by fishermen. The open season for deer includes two or three of the months between July first and November first; sometimes the season opens as early as July first and sometimes not before August first.

Next to deer hunting, trout fishing is the most popular of our sports and Mendocino county furnishes an abundance of the finest trout streams to be found anywhere. Its coast line is the most popular of our sports and is cut by many rivers and smaller streams which find their sources near the summit of the Coast Range and flow westward into the Pacific. Among the more prominent of these streams are the Matole, Hardy Creek, Ten Mile Creek, Pudding Creek, Noyo, Caspar, Big River, Albion, Navarro, Little River, Salmon Creek, Elk Creek, Garcia and Gualala River, all of which, with many smaller streams, teem with salmon and trout of various kinds. Excellent surf fishing may also be had along the coast, and by taking a launch and going out a little way from shore, splendid salt water fish may be taken in abundance.

The country about the Northwestern Pacific is blessed with an abundance of water at all times. Living streams flow through the valleys, sparkling springs burst forth in the hills. The Russian river, arising in the north of Mendocino county, runs south and then due west to the sea watering both Mendocino and Sonoma. The Eel river, with its two branches, has its source in the same region, but winds northward through Humboldt county.

TYPICAL CAMP SCENE

The Pictures Show How Outdoor Life is Enjoyed in Mendocino County. This Section of the Northern California Country is Conceded to be the Most Delightful For Hunting, Fishing and Recreation in All California.

(Courtesy Northwestern Pacific Railroad)

MENDOCINO COUNTY ABSTRACT BUREAU

A Pioneer Institution of Great Value to the Land and Realty Interests—Identified With This City For Twenty-Eight Years.

The Mendocino County Abstract Bureau, the original Smith, Donohoe & Company organization, was incepted and established in Ukiah in 1885, and is one of the most representative institutions of its kind in Northern California, as well as the oldest abstract office in Mendocino county.

The Bureau has a complete abstract of the records of Mendocino county, employs expert accountants and searchers of records familiar with every detail of the business of surveying and conveyancing, who operate under the Saylor, McCraney and Durfee Systems, the most reliable known to the title and abstract world, and is prepared to furnish abstracts in the most approved manner showing everything of record down to the date of issue.

The Bureau maintains convenient offices on School street, directly across from the Hall of Records, where the equipment employed for the protection and simplification of the books and documents is modern and complete, consisting of a fireproof vault, office fixtures and furnishings, maps, racks, etc. Visitors are cordially invited to make this office headquarters when in Ukiah seeking investments or reliable abstracts of title.

The organization and its owners are numbered among the representative interests and men of affairs of this city — men who believe in growth and development and who have faith in the future of Ukiah as a city of opportunities because of the many attractions and natural advantages, whose prediction is that Ukiah will be a city that will double its present population within the next five years as thousands of interested homeseekers and investors come into the Ukiah valley of Mendocino county attracted by the advantages and inviting conditions—as well as the cordial welcome to be extended by a liberal minded and progressive people.

FOSTER'S VARIETY STORE

Only Cash Store in Ukiah—Everything Is A Specialty Here.

At No. 115 South State street is Foster's Variety Store, where the busy shopper finds almost everything wanted at cash prices.

This well known and popular variety store was started in a small way by L. H. Foster, a capable and experienced merchant, some six years ago. Each year since its inception the trade has grown and the business increased until today he operates one of the most up-to-date and modern establishments of the kind in Northern California, an institution that is a credit to Ukiah.

Mr. Foster carries in stock a full line of groceries, staples and novelties, and a thousand and one varieties in small goods, souvenirs, Indian baskets, and curios, all of which are sold for cash at small profit prices.

By careful attention to the wants of his trade he has won a patronage among the shoppers of Ukiah that is most satisfactory, and best of all, Mr. Foster's patrons are his friends for they know they get value received in all purchases, for he is a reliable merchant who believes in selling goods just as they are and stands for a splendid and substantial business no misrepresentation.

Mr. Foster is a booster for Ukiah because he believes the city has a bright and interesting future, and as his business grows and expands with each year he does his share to aid in the progressive developments.

UKIAH MEAT MARKET

One of the Most Representative Establishments of Northern California—Ably Managed and Conducted.

One of the really attractive mercantile institutions of this growing city is that of the Ukiah Meat Market, located at the corner of Standley and School streets with its extensive cold storage, refrigerator and sales headquarters.

The retail department is provided with every facility for the handling and sale of fresh and salt meats and such staple products as are specialized in by the house, and the courteous attention by capable salesmen is a feature of this market.

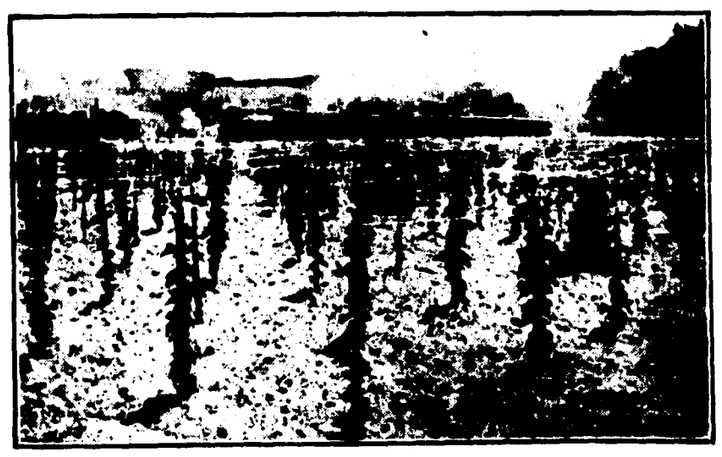
All kinds of fresh meats, steaks, roasts, chops, veal, and delicacies are offered for sale, a specialty is also made of bacon, lard and salted meats, the cold storage plant being one of the interesting features of the house. Meats after being scientifically slaughtered and dressed, are placed in the big ice and cold storage vaults and kept in splendid condition until required for the retail trade, and usually one sees many head of dressed live stock, cattle, sheep, hogs and veal hanging from the big hooks in their respective departments.

Meats and products are supplied hotels, boarding houses, contractors, farmers, ranchers and others in the Ukiah valley, orders being delivered promptly by wagons anywhere in the city.

The slaughter house of the Ukiah Meat Market near this city is one of the features of the business, being sanitary and equipped with many modern appliances for feeding and fattening live stock, for slaughtering and dressing beef cattle, sheep, hogs etc., like stock is bought and sold, the highest market prices being paid.

The Ukiah Meat Market was established about four years ago and is owned by Chris Hansen, now conducting a market at Willits, and Charles Ward, who has personal charge of the business in Ukiah. The trade has grown and expanded with each month until this is perhaps the largest retail meat house in this section under the capable and intelligent direction of Mr. Ward, who is familiar with every detail of the trade.

Charles Ward is known as one of the best posted cattlemen of Mendocino county and is a booster who believes in action. He has faith in the growth and development of Ukiah and lends aid heartily to meritorious movements that stand for the betterment of this section. He keeps in touch with the conditions of supply and demand and gives each department of his business that personal attention that aids in development and brings success.



INTERESTING HOP FIELD SCENE

CREAMERY BUSINESS OF POINT ARENA

By J. C. Halliday.

Point Arena is the shipping point for the various creameries in its vicinity, which have a state wide reputation for the excellence of their products.

In 1902, several of the farmers in this vicinity, realizing the necessity of more up-to-date methods in the manufacture of butter, organized and incorporated as a Co-Operative Company, with a capital stock of twenty thousand dollars, and built the Point Arena Creamery, which was the first public creamery in Mendocino County. It handled at that time and for a number of years 1800 to 2000 pounds of whole milk daily during the spring and summer months, from which were manufactured both cheese and butter, and one year at the State Fair took first and second prizes on butter made in the same churning, one package being entered as "creamery butter" and the other package as "ranch butter"; the men who scored the butter only making one point difference between the two packages.

A few years later, the Manchester Creamery Company was incorporated and built a Co-Operative Creamery at that village. After a number of years the company disincorporated and sold the creamery to J. C. Halliday and M. S. Beck, who have successfully run the business to the present time.

Bridgeport dairymen, some years later, incorporated and built a Co-Operative Creamery, which is operating successfully.

Besides these larger creameries, there are three small, private creameries, situated on the C. E. Bishop, L. Morse and L. J. Siple ranches.

The products from these plants are all shipped from the wharf at Point Arena, where the regular steamers call four times each week for freight and passengers.

About three thousand cows are kept in this vicinity and feed on the native grasses and roots which keep green and growing most of the time because of the cool summers and fogs, which prevail at that season of the year.

Stock raising and dairying constitute important industries, and are recognized as great money makers, and the average taxes paid per capita in this vicinity are greater than any other part of Mendocino County (leaving out the lumber companies).

Owing to the cool climate in summer, no ice is required in the manufacture of butter, and the sweet native grasses and good, pure water, which the cows live on, produces milk from which the best flavored and firmest butter in the State of California is made. Most of the dairy cows are graded Jerseys, recognized everywhere as among the best butter producers.

DAIRY INTERESTS PROFITABLE

A Fine Dairy Herd in the Point Arena Country—Mendoicno County.

UKIAH PLANING MILL

Under the Direction of J. B. Palmer This Institution Ranks as a Leader in Building Enterprise.

Modern science and the genius of the world have as yet found no substitute to abolish the use of lumber. This is very apparent from the fact that foreign countries whose forests have long since been denuded must still use timber and are looking to this country for their supply, consequently the increase each year of our lumber and timber is enormous. The lumber industry is an important factor in the development of communities and a concern which has been extensively beneficial to Ukiah and the rich valley country surrounding this city is that of the Ukiah Planing Mill, owned and operated by J. B. Palmer, one of the best-known lumber and mill experts in Northern California, who is also up to date as a contractor and builder, being prepared to furnish plans, building materials, etc., for any kind of a building from the modest home to the representative business block.

The Ukiah Planing Mill has erected under Mr. Palmer's direction a number of the best looking homes and buildings in this city, and his ability is so well appreciated that the Town Trustees of Ukiah have recently awarded Mr. Palmer the contract for the erection of the new city hall building, to cost about $5,000.

Mr. Palmer has every facility for extensive work in the Ukiah Planing Mill. The plant is equipped with modern machinery for turning out all kinds of interior and decorative finish work, labor saving devices being installed that make the plant thoroughly up to date.

The Ukiah Planing Mill deals in lumber and building materials and manufactures all kinds of planing mill products, and this institution has had a conspicuous part in the growth and upbuilding of this city. The facilities of the plant are such that the largest orders can be filled promptly and among their permanent customers are the contractors and builders of this section, who realize that no concern is able to serve their requirements more promptly and efficiently or to quote closer prices.

This well-known establishment has been brought to its present status by the persistent individual enterprise of J. B. Palmer, manager of the institution, and with its abundant facilities and growing business this plant is one of the best and strongest in the Ukiah Valley.

J. B. Palmer is one of the representative business men and boosters of this city, a man who believes in doing things that will aid in the material development of his home city, and it is to such men the city must look for its future growth and prosperous development.

A MODERN LUMBER MILL

The Mendoceno City Saw Mills Where Redwood Logs are Converted into Building Material Giving Employment to Many Men.

Carl F. Ganter

The Busy and Active Plumber and Sheet Iron Operator, Who Is Constantly Doing Things.

It may be doubted if greater advances have been made along any other line of changes in modern life and customs than in the matter of plumbing. Well-informed people are becoming as careful in their selection of plumbers as in their physicians. It is for that reason interesting to state that Ukiah has in the well-known establishment of Carl F. Ganter, at No. 310 North State street, an institution and a plumber in charge who is proficient in every detail of the business.

Mr. Ganter understands scientific plumbing, both in theory and in practice, and is prepared to take large or small contracts of all kinds coming within the scope above indicated and to furnish materials of all kinds needed for the completion of contracts. A specialty is made of sanitary engineering, such as laying pipes and making sewerage connections.

In many of the more important buildings of Ukiah and this section of Mendocino county's modern home structures, one finds evidence of Mr. Ganter's work. He has handled extensive contracts—all satisfactorily executed—the work being done progressively and scientifically.

Mr. Ganter's shop is supplied with the latest and most approved plumbing machinery, tools and equipment. Only first-class work is turned out, plans and specifications being carefully followed.

This able man is a skilled and expert artisan, who gives personal attention to his contracts; none but skilled workmen are employed. This is the reason Mr. Ganter has succeeded in establishing such a substantial patronage throughout the Ukiah country. All repair work is given prompt attention.

One finds at Ganter's a full line of sanitary plumbing supplies and fixtures, bathroom accessories, etc., a modern tin and sheet metal department for making tanks, etc.; stoves and ranges, brass goods of all kinds, pumps, tanks and windmills.

Mr. Ganter is prepared to furnish estimates for anything needed in his various departments, and he ranks as a leader in the plumbing trade of Northern California. He says: "One doesn't have to go away from Ukiah for anything in the plumbing and sheet metal line. I carry everything needed in stock and my prices meet all reasonable competition, high-class work considered."

Coming to this city some seven years ago, Carl Ganter has built up and established a trade and become one of the active factors in the growth and development of Ukiah. He is a booster who works for results and takes a personal interest in helping along movements that stand for the betterment of his home city.

Notable Mercantile Establishment

Historical Career of The C. Hofman Company—One of the Largest Department Stores in Mendocino County.

A pioneer and leading mercantile establishment is that of The C. Hofman Company, located on the corner of State and Standley Streets, as shown in the picture.

This pioneer and successful establishment was incepted more than forty years ago and has since grown to be one of the largest Department Stores in Mendocino county, buying and selling everything.

This big store is stocked with a complete line of dry goods, ladies' ready-to-wear goods, notions, corsets, men's, ladies' and children's shoes and other staples and specialties, a feature being made of handling the following well-known lines of footwear: The Florsheim and Regal dress shoes for men, and the Cutter and Petaluma heavy work shoes. The Pingree shoes for ladies and the ever-popular Buster Brown shoes for boys and girls, conceded to be the best makes of shoes made in the United States.

The clothing department for men is one of the interesting features of the house. Here one finds a large and carefully selected line of the most satisfactory clothing made, most of which are selected for the patrons of the C. Hofman Company. Notable here is the Adlers Collegian and Elk Brand suits for men and young men, cloths that have gained prestige and popularity through years of practical cutting and fitting experience. Other makes of clothing complete the attractiveness of these lines.

In gentlemen's furnishing goods, perhaps no store in this section of Northern California offers a better variety or selection than this house. Everything needed to complete the wardrobe of man is found here, such as shirts, collars and cuffs, neckwear, hosiery, underwear and many specialties needed for comfort and health.

The dry goods department—the ladies' headquarters—is perhaps the leading department of the big store. Here shoppers find about everything required in dress goods, silks, satins specialty patterns, etc., for all seasons, with trimmings and decorative effects to match all patterns and designs. In notions one finds a thousand and one useful articles that just about meet requirements.

The Ready-to-Wear Department is one of the leaders of the house. Here one finds a large assortment of merchandise at moderate prices that will meet the most fastidious requirements.

The grocery department of the big establishment is noticeable because of its complete lines. Here one finds a large and carefully assorted line of crockery and glassware, including specialties for the dining room, the kitchen and other parts of the house. The most fastidious housewife can find here just what she needs and be satisfied with the courteous attention of the ever polite and experienced clerks, ready and willing to give instructions to those undecided as to what they require to complete the menus of the meals of the day.

In this department one finds daily, fresh vegetables direct from the truck gardens of the Ukiah Valley farmers; fine fruits from the orchards of this section and other localities, fat and homefed poultry raised in the local communities, and other specialties in season.

C. Hofman Company caters to all classes of trade and makes it a strong business policy not to be undersold by any firm, either local or the big catalogue houses of the country, and as this statement has been tried and proven many times during the forty years' career of this notable mercantile house, it stands today unchallenged and unquestioned, for the house is always ready and willing to "make good."

Every department is looked after in a thoroughly representative manner by competent and experienced clerks, who make it a pleasure to do your trading at Hofman's Big Department Store at Ukiah, the county seat of Mendocino county.

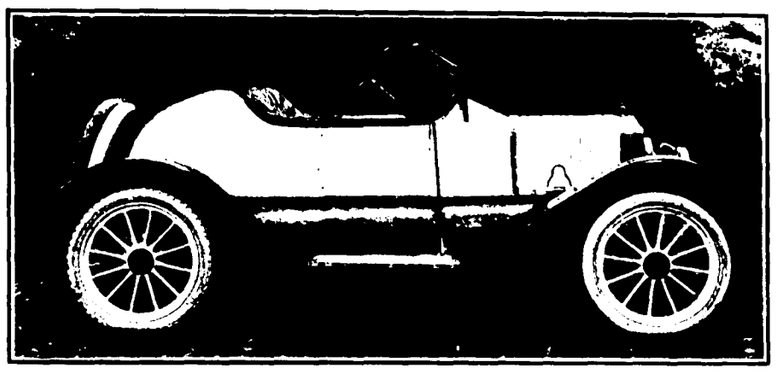
The general arrangement of the big store is attractive and interesting, special conveniences being provided for the patrons of the house while trading or visiting, and in addition to the main house there are two large warehouses stocked with staples held in reserve for the trade which is moved as the occasion demands.

In the operation of the business, sixteen competent men and women are permanently employed, while extra help is engaged during the holidays and on special sale days to meet the requirements of patrons. Two delivery wagons deliver all merchandise promptly to the homes, and telephone orders to any department of the house are given prompt attention.

It is such important mercantile establishments as the C. Hofman Company which have made Ukiah the prominent trading center the city is today and which is destined to occupy an important part in the future growth, development and expansion of this city and the Ukiah Valley country of Mendocino county.

Home of the Pioneer Establishment of Ukiah—C. Hofman Company, Representative in Every Department.

"THE GREEN BEETLE"



Designed and Built by B. D. Van Nader, of the Ukiah Cycle Company —A Classy and Attractive Car

An interesting place to automobile owners, bicyclists and motorcyclists is the up-to-date headquarters of the Ukiah Cycle Company, located at No. 106 South School Street. This establishment shows the progressive spirit of B. D. Van Nader, the representative young manager, who has built up a splendid trade and made his place known for reliability and efficiency. The Ukiah Cycle Company is worthy of the attention of any one interested in motor cars, cycles and mechanics, because it is outfitted complete with everything needed to repair the most intricate make of automobile, motor or wheel; the repair department being in charge of a skilled mechanic. Every job is carefully inspected, thus insuring the highest efficiency in all work turned out. A specialty is made of repair work and no job is so difficult that Mr. Van Nader cannot fix it. He is a skilled trouble finder.

Mr. Van Nader is distributor in this territory for the Maxwell line of automobiles, the cars that are "perfectly simple, and simply perfect" conceded to be among the best popular priced cars made. He also handles the Marmon cars. Indian Motorcycles are specialties at this agency, while Pierce and California bicycles are numbered among the sensation bringers.

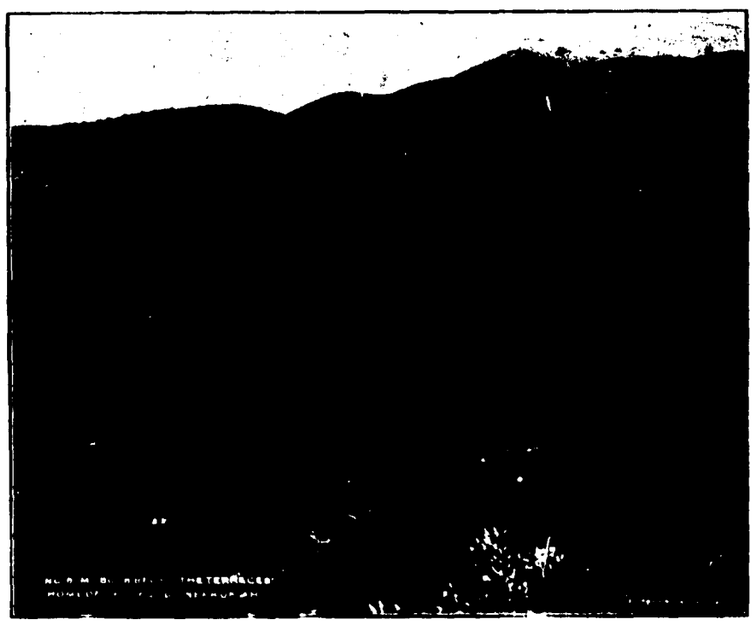
All kinds of motorcycle and bicycle supplies and repair parts are carried in stock, and the best class of modern vulcanizing is a specialty.

Mr. Van Nader furnishes automobiles at all hours of the day or night for country trips, provides competent drivers and makes it a pleasure for one to become a patron of this well conducted and reliable garage.

and in touch with every detail of the motor and supply trade; is a safe and reliable demonstrator and when selling a car or wheel to a patron his personal guarantee stands for its reliability.

Mr. Van Nader is one of the energetic young business men, bicyclist and motor car enthusiasts of this section. He is personally familiar

A resident of Mendocino county for many years, Mr. Van Nader numbers his friends and acquaintances by almost the number of population in this section; enjoys the esteem of all who know him and has built up a splendid and substantial business since he incepted the Ukiah Cycle company, and the future promises to be even brighter than the past for this capable young business man. The Republican Press wishes Mr. Van Nader a continuance of his well deserved success.



View of The Terraces Showing Its Location Near the Summit of a Barren Range of Mountains at an Elevation of 2300 Feet.

Some eight miles from Ukiah at the head of Mill creek canyon at an altitude of 2300 feet is situated "The Terraces," the summer home of Mr. and Mrs. Carl Purdy, where the largest variety of bulbs in the United States is grown. Incidentally it may be remarked that "The Terraces" is visited by more prominent people than any other natural or artificial attraction in this section. Ten years ago "The Terraces" was covered with brush and worthless, while today it is producing a more valuable crop to the acreage than any other piece of land in the county.

In the gardens are in the neighborhood of a million tulip and dafodil bulbs and during the cut flower season a daily shipment of three or four thousand blossoms is a common occurrence. Mr. Purdy first came into prominence as a dealer in native California bulbs and flowers which has grown from the occupation of leisure hours to a business that employs several men and reaches thousands of dollars. He also specializes on Dutch bulbs and is securing better results than the bulb growers of Holland themselves.

Mr. Purdy has become one of the famous landscape gardeners of the country and has charge of a number of country estates where the effects produced are the wonder and envy of all visitors. Landscape gardening now occupies so much of his time that the bulb business is handled by his son, Elmer Purdy.

Mr. Purdy's success demonstrated that Mendocino county offers not only wonderful inducements to the man looking for a home but abounds in opportunites for the man with ideas. Neither the lard nor the bulbs in their native state had a commercial value, but under Mr. Purdy's magic touch each has you might say, turned to gold. Both the flowers and the land are now things which men will pay real money for.

Round Valley--Covelo

A Country Where the Altitudes Creates Highly Flavored Fruits.

The valley is located in the extreme northeastern part of Mendocino county, near the headwaters of the Eel river, branches of which almost entirely surround it. Just over the Mendocino line out of the valley to the north and east are the counties of Trinity, Tehama and Glenn. The valley is almost round, as its name implies, is eight miles across one way and five miles the other way. It has an area of about forty two square miles and comprises 25,000 acres. It is about twice as large as any other valley in Mendocino county.

The altitude of Round valley is about 1,250 feet, and the hills and mountains around range in height from 1,000 feet to 3,000 feet.

The soil of the valley is rich and deep and wonderfully fertile and productive. It grows abundantly all kinds of grain, fruit, vegetables and berries. In many spots in the valley the land is a black loam, rich and productive. The higher land in the hills and mountains surrounding the valley is adapted principally to stock raising. It has all the usual characteristics of land similarly situated in many of the other mountainous sections of California.

The climate of this valley is as fine as that in any section of Mendocino county. Lying back as it does about 40 or 50 miles from the Pacific ocean, it is sheltered from the heavy fogs and high winds, yet near enough to catch the cool breeze from the ocean that tempers its summer days. In winter, the climate is cool enough to be bracing and invigorating. It is hard for one accustomed to the hot, sweltering days of the valleys in the middle western and eastern portions of the United States to appreciate what a climate like that of Round valley really means. It is easy to say that while the days are warm in the middle of the day, cool breezes from the ocean make the nights cool and pleasant. But one who has never experienced the delights of a climate resulting from such conditions cannot really understand how fine it is.

The rainfall of Round valley is always sufficient to insure good crops, the average rainfall being about 40 inches per year. A failure of crops because of lack of rain has never been known in the valley. When you consider how many acres there are in California that must have water put on them by men in order to bring forth abundant crops, it is easily appreciated how fortunate the plentiful rainfall of Round valley is.

The transportation facilities of Round valley have heretofore formed one of the most serious questions in connection with the development of the valley. Covelo at nearly the center of the valley, is about 50 miles north east of Willits, the present terminus of the Northwestern Pacific Railroad, running up the coast from San Francisco. This has made it a real serious matter to get either freight or passengers conveniently and economically into Round valley. But the days of a long wait for the coming of a railroad train is practically over for Round valley, for the extension of the Northwestern Pacific Railroad north from Willits to Eureka is an assured fact. Such active work is now being done on this gap between Willits and Eureka and such heroic efforts are being made to put it through in record time, that assurance can be given that in the ordinary course of business the road will be completed and giving good service to people along the line at an early date.

This road runs within about twelve miles of Round valley, up the banks of Eel river to the west, and when it is completed will give a splendid outlet for the products of the valley. The haul from the valley down to the rail road will be comparatively easy.

What this road really means to Round valley will be better appreciated when it is stated that plans are already afoot to extend the road north from Eureka to some point in Oregon, to the main line of the Southern Pacific Railroad, which will make this line up the Pacific coast of Northern California and Oregon a through trunk line direct from San Francisco to Portland. That is to say, Round valley will be within 10 or 12 miles of a through railroad system which will put it within easy touch of the markets of the world through the ports of San Francisco or Portland.

Its cattle, stock, wool, grain and everything can be shipped out with comparative ease, the merchants in turn shipping in, so that life and conditions in the valley will undergo almost a revolution as soon as the railroad is an accomplished fact.

What Round Valley Needs.

The intensive farmer, the dairyman, and the creameries that follow him, the apple man, and his carloads of fine fruit, the vegetable man, who makes vegetables his business, the poultry man who makes chickens beat a gold mine, the cannery man, who cans the valley's surplus, the people, who know an opportunity when they see one.

BIRDSEYE VIEW OF ROUND VALLEY.

Showing the Valley From the Southeast With its Thousands of Acres of Tillable Land, Abundant Water Supply and Healthful Climate.

Magnificent Fruit Production Here

The privilege of enjoying excellent fruit and berries is one enjoyed by every land holder of Mendocino county, whether he resides in valley or on mountain slope, whether his soil is chamiso land, redwood clearing or valley loam, and regardless of altitude. To have this pleasure he needs only to exert moderate care in planting and cultivate well afterward. It is in no way necessary to resort to irrigation. His choice lies roughly between all deciduous fruits and berries, as well as grapes, and while on the immediate coast he would have to do without peaches and grapes he would have a compensation in his berries, which run riot in that mild region. Then, too, in some of the lower levels of the northern valley grapes and peaches are hardly safe, but a wide choice of fruits is still left. In general, we may say that in the mountains and all of the region along the coast and the valleys, like Anderson or the Comptche region, where fogs are frequent, the apples are exceptionally fine, probably as good as can be found. The Russian River Valley produces excellent prunes and pears, and unusually good grapes, while the coast excels in berries, but the home builder may look forward to the enjoyment of a very wide variety, including all of these and others. Few regions can show homes where a wider variety of unusually fine fruit is grown.

In the Russian river valleys and the Anderson valley section there are large commercial orchards of pears and prunes, and the cannery at Ukiah will undoubtedly stimulate the production of canning fruit. Along the coast and its tributary country there are already large apple orchards, which ship their products to San Francisco, and when the railroad extension gives Anderson valley better transportation, and its fruit growers realize what they can really do, and adopt thorough co-operative methods, I look to see apple growing the principal industry in that section, with a reputation for products second to few on the coast. Culture, grading, picking and the maintenance of high standards are considerably more than half of the battle in apple growing. Our mountains and most favored valleys really can produce a very high grade of fruit, but to make the most of their advantages they must copy those of other communities which have succeeded.

The culture of wine grapes is pursued very successfully on the bench lands and lower slopes of Sanel, Ukiah and Redwood valleys. Large areas have been planted and earlier vineyards have been very profitable. Not only have the older residents planted vineyards, but groups rather than colonies of Italians and Germans are buying the cheap wooded bench lands and rapidly clearing them and planting vines. Some parts of our foothills already begin to present such a picture of high tillage as one sees at Asti or Cloverdale.

J. W. EVERSOLE — FURNITURE

The Largest and Most Complete House Furnishings Establishment in Mendocino County, With an Able Management and a Trade Extending Into All Sections of This Rich Home Territory.

One of the largest and most representative furniture establishments in Northern California outside of San Francisco is the well known and progressive house of J. W. Eversole, located in the commodious new building, north of the Palace Hotel, on the corner of State and Smith streets, Ukiah, California, which building he erected especially for the accommodation of the large trade enjoyed.

The business was established twenty-three years ago because Mr. Eversole appreciated the fact that Ukiah was destined to grow, develop and expand. That his judgment was correct is attested by the substantial appearance of Ukiah today—a city of wealth, culture and refinement, the home of a bright and prosperous people who buy their home furnishings at J. W. Eversole's big Furniture House.

New and up-to-date designs in furniture, for the parlor, the living room, bed room suites of tasty designs, dining room tables, chairs and side board decorations, novelties for the hallway, pictures, wall paper, carpets and rugs, bric-a-brac, and many beautiful specialties for the home, invite your attention at Eversole's.

A large line of school supplies, books, stationery, and other goods in these lines is another special department established and maintained at this well conducted store. This is really the schoolbook headquarters of Mendocino county.

Previous to the establishment of this representative house in Ukiah there was a disposition on the part of the wealthier class to order their choice selections of high grade furniture and home furnishing from San Francisco. But Mr. Eversole made many innovations when he entered the field, and in his immense stock are to be found the very handsomest and latest designs in expensive furniture, as well as the best in modest priced goods, and the most fastidious and luxurious tastes can be readily satisfied.

There is no longer any necessity, nor indeed is there now any desire for our people to go outside of Ukiah in order to completely and thoroughly equip a well appointed home or mansion.

Eversole's Furniture House is an establishment, where the high and the low, the rich and the poor, everyone in fact, can find just what they want. The intimate acquaintance of Mr. Eversole with the big furniture and home furnishing goods importers and manufacturers of the country, gives him great advantages in prices when buying. He buys for cash, sometimes in carload lots, and sells for cash, credit or installments. He makes terms to suit any honest man or woman—this is one of the secrets of the success of the house of Eversole.

The lines of furniture embrace everything needed in a home. Mr. Eversole provides the comforts of homes from the cellar to garret at lowest prices consistent with honest and representative values.

Ukiah's Leading Undertaking Establishment.

Another feature of the establishment is the undertaking department, which is one of the most modernly equipped in this section, having a fine hearse, dead wagon, splendid line of caskets and burial cases. An up-to-date morgue and a well appointed chapel, add to the facilities of this notable house. Calls are given prompt attention day or night, remains are embalmed for shipment to any part of the country and funerals are conducted decorously. All the details are handled by this institution, such as providing the casket, shrouds, minister, carriages, flowers and attendants, thus relieving bereaved members of the family from such duties in the last sad hours.

J. W. Eversole, the founder and head of this establishment, began business here in the furniture line in a small and modest manner; the trade grew and expanded as the years passed and his house developed with it, until today Mr. Eversole has one of the most representative establishments in this county; enjoys a big trade and is one of the best boosters the city has for a bigger and great Ukiah.

Mr. Eversole is a man who believes in doing his duty on all occasions and he has gained prestige and success by doing right and working with that exceptional ability that begets success.

CITY MEAT MARKET

One of the Representative Business Institutions of Ukiah Operated Under Able Management.

If there is one thing more than another in which every family and every member of the family is directly interested it is the "market basket."

In the first place, each individual desires to know that all meats are strictly fresh and have been prepared and handled under absolutely sanitary conditions, making them not only palatable but wholesome in every respect.

Residents of Ukiah and those sections of Mendocino county tributary to this city are offered facilities in the meat line far above the average of other places in the well appointed, modern and sanitary market operated by C. P. Smith at 207 North State street, established some 40 years ago. Everything in fresh and salt meats, poultry, vegetables, and game in season, lard, hams, bacon and delicacies of the times is to be found at the City Market, and the best people of this section make this establishment trading headquarters for meats, etc.

Everything is kept in the best possible condition and sold at right prices, deliveries are made promptly, special attention being paid to telephone orders from all parts of the city and surrounding territory.

The sanitary arrangements at the market are thoroughly up-to-date and modern, all meats and perishable products are kept in refrigerator chests and iced glass cases. Meats sold here are especially fattened and prepared for the trade, all livestock being bought under the personal direction of Mr. Smith, who is one of the best posted live stock men in Northern California.

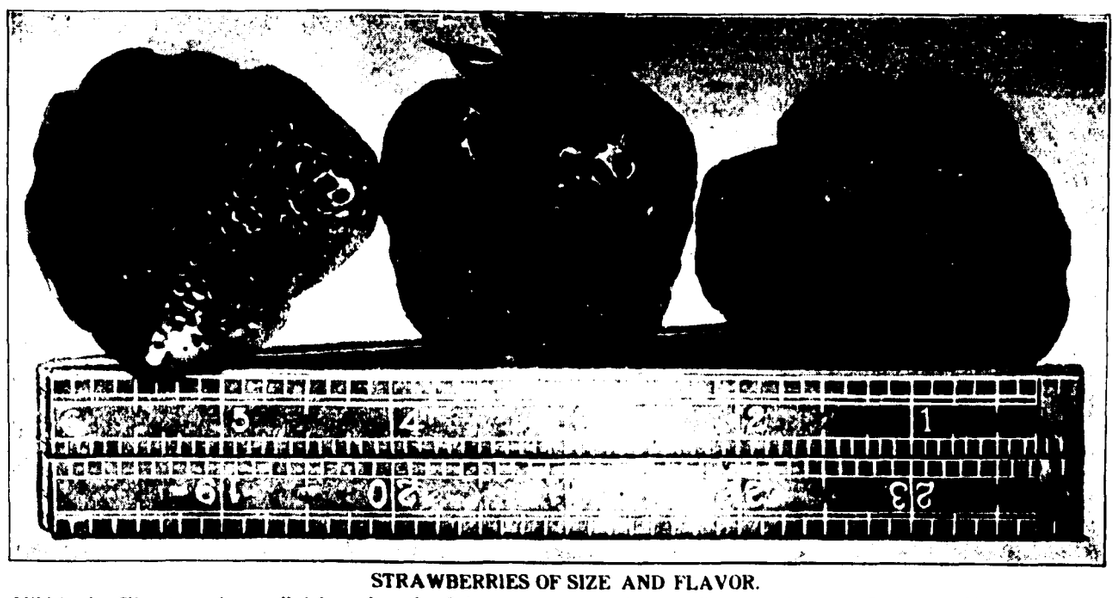
The slaughter house operated by Mr. Smith is one of the features of the business. The floors are of concrete, with concrete feeding pens for the hogs, has modern improved water tanks and slaughter house equipment. Everything is thoroughly clean and sanitary methods prevail.

Mr. Smith employs operatives who thoroughly understand the arts of dressing meats in the most scientific manner and this, together with Mr. Smith's personal knowledge of the business and wants of the trade, have been the factors in the successful career of the City Market. Several delivery wagons are in constant use, and the entire plant is inviting and representative.

Mr. C. P. Smith, the genial owner of this institution is one of the really progressive boosters and business men of Mendocino County. He has been identified with the commercial and political life of this section for years, and has recently retired from the honorable office of Supervisor of Mendocino County, a position he leaves with a splendid record knowing that during his official life he looked after the affairs of his people with that able and intelligent manner that has aided him in private life. The records of office of this county during Mr. Smith's 20 years incumbency were clean and progressive; much good work was accomplished; the county roads were improved and the resources of Mendocino county placed conspicuously before the people in many ways. He has looked after the people's interests and is one of the stalwart democrats of this county who enjoys the confidence and good will of all regardless of party affiliations.

Mr Smith is an extensive property and land owner; has recently completed one of the handsomest homes in this city, and is owner of a fine riverside farm of 100 acres, where he produces grain and pastures beef cattle and sheep; owns 160-acre tract near Ukiah, on which the fish hatchery is located; this land is rented to energetic farmers for general crops; and has other interests that add to the importance of the Ukiah Valley country.

In conclusion, we might add, that it is to such able and up-to-date business men and boosters as C. P. Smith that Ukiah and this section of Mendocino county owes her present and future as the good work of bringing more homeseekers, capitalists and investors into this section of the state advances.



STRAWBERRIES OF SIZE AND FLAVOR.

So Mild is the Climate and so well Adapted to the Culture of Small Fruits that Strawberries for a Christmas Dinner are not Uncommon. These Berries Were Raised at Rancho el Cima. Other Small Fruits and Berries do Equally Well Particularly on the Uplands.

Hotel Terminal

60 Market Street

ONE-HALF BLOCK FROM THE FERRY BLDG.

San Francisco—Exposition City

This is San Francisco's Most Convenient Hotel. It has 300 rooms, 150 with bath. Telephone in every room. Convenience is a great factor of this house. Guests arriving or landing at the Ferry Building are Practically at The Hotel Terminal, and on departing find the same convenience in handling baggage.

I extend a special invitation to Travelers, Globe Trotters, Tourists, Homeseekers, Colonists and others to stop here. A special invitation is extended also to Business and Professional Men, Ranchers, Farmers, and Men of Affairs of Mendocino County to make Hotel Terminal Your Hotel.

A. C. ROSCOE, Mgr.

BEST ACCOMMODATIONS IN SAN FRANCISCO FOR THE MONEY : :